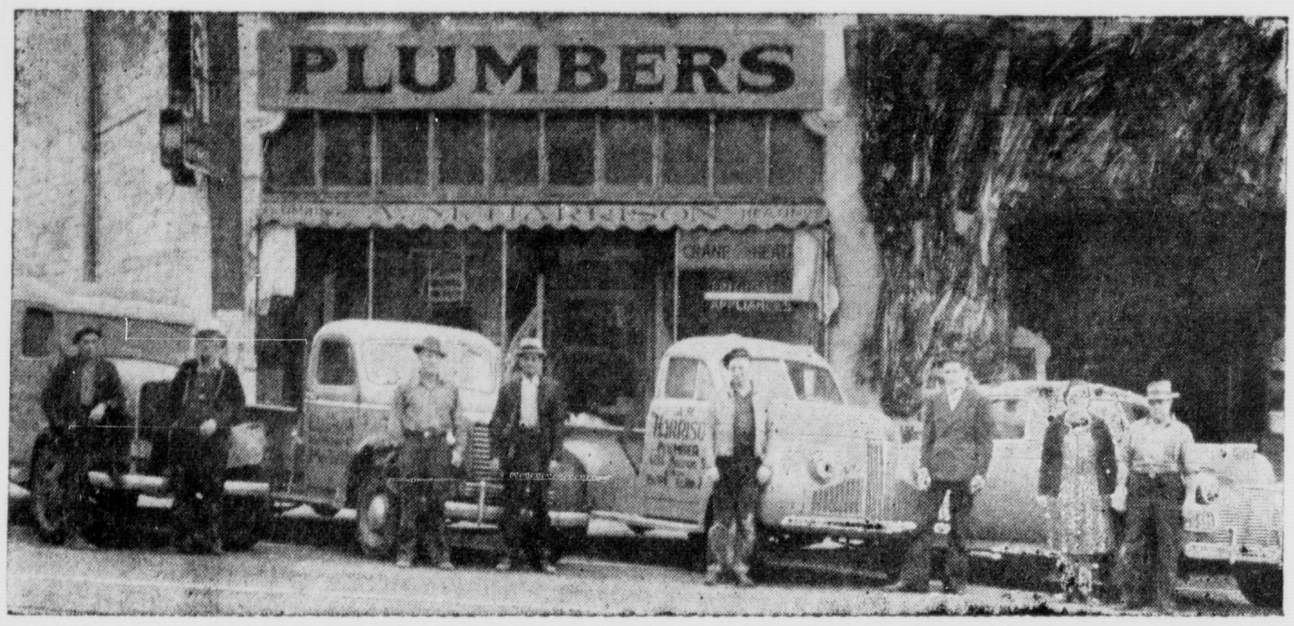
# DALY CITY RECORD




**Pictured here is the Daly City office of A. M. Harrison, plumbers. Standing in front of the fleet of trucks and cars is part of the crew of 21 employees. At the extreme right are Mr. and Mrs. A. M. Harrison.**

## Plumbing and Heating In Over 1000 Homes Is 14 Year Record

From installing a new water faucet to engineering plumbing and heating installation in huge public buildings—schools, hospitals, city halls—all come in a day's work for A. M. Harrison, one of the Peninsula's largest plumbing establishments with headquarters located at 6236 Mission street, here in Daly City.

Harrison started in business locally 14 years ago. He then operated a one-man plumbing shop from his home, 122 Woodrow street. Today he has a crew of 21 employees. He is doing plumbing and heating in nearly every community on the Peninsula. Mrs. Harrison is office manager at the local plumbing headquarters.

Guaranteed plumbing in more than one thousand new homes and dozens of big public building jobs have won for A. M. Harrison a reputation for quality work.

Installations in new grammar schools at San Bruno and Half Moon Bay; installations in additions to grammar schools in San Carlos, East Palo Alto, and San Mateo, to the court house at Redwood City, to Jefferson Union high school, and to the Pacific Telephone and Telegraph exchange in San Carlos; renewing hot water system at Community hospital, and plumbing and heating in Daly City's new city hall are among the larger jobs recently done by Harrison Plumbers.

We Feature and Guarantee

**CRANE PRODUCTS**

Water Heaters

Plumbing Supplies

**Wedgewood Ranges**
**Ironrite Ironers**
**Easy Washers**
**Frigidaire**
**Refrigerators**

HEATING
PLUMBING

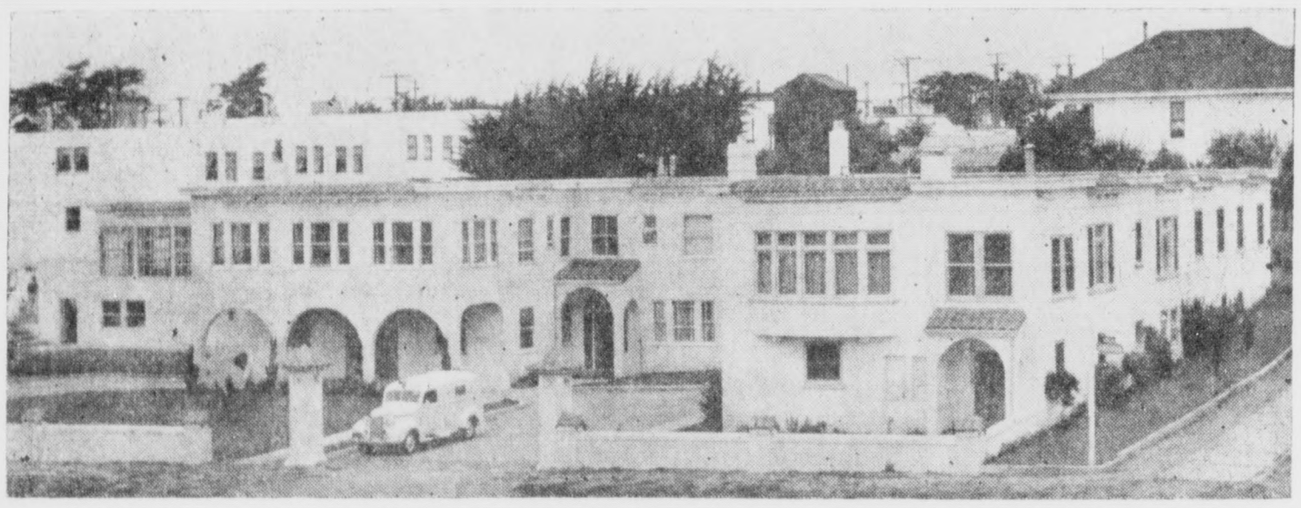
# A. M. HARRISON

JOBBING
Of All Kinds

*The Modern Plumber*

6236 Mission St.

DElaware 1991



VALE AND WERNER STREETS
DALY CITY

**COMPLETE EMERGENCY**
—and—
**GENERAL HOSPITAL SERVICE**
**AMBULANCE SERVICE**

RAndolph 3636

Joseph Sarto, Proprietor

## Community Service Is Our Objective

No community is complete without adequate provision for medical care and hospitalization. Villa Sanitarium, Vale and Werner streets, pictured at the left, is faithfully fulfilling that need in Daly City.

Originally established in 1929 on San Pedro road, Villa Sanitarium was the first hospital in this area to give emergency service. Prior to that time emergency cases had to be taken either to South San Francisco or into San Francisco.

Desiring to give even greater community service, Joseph Sarto, proprietor, purchased property at Vale and Werner streets in 1935 and started construction on the new plant. Additions were made in 1938, and the hospital now contains 70 rooms, including a thoroughly modern and completely equipped surgery.

Antidotes, antitoxins, oxygen tents, even a Drinker respirator are among the hospital's hundreds of supplies and facilities to save lives and furnish medical service to this community. Villa Sanitarium is staffed by more than 20 doctors, nurses, and employees.

# THE VILLA SANITARIUM

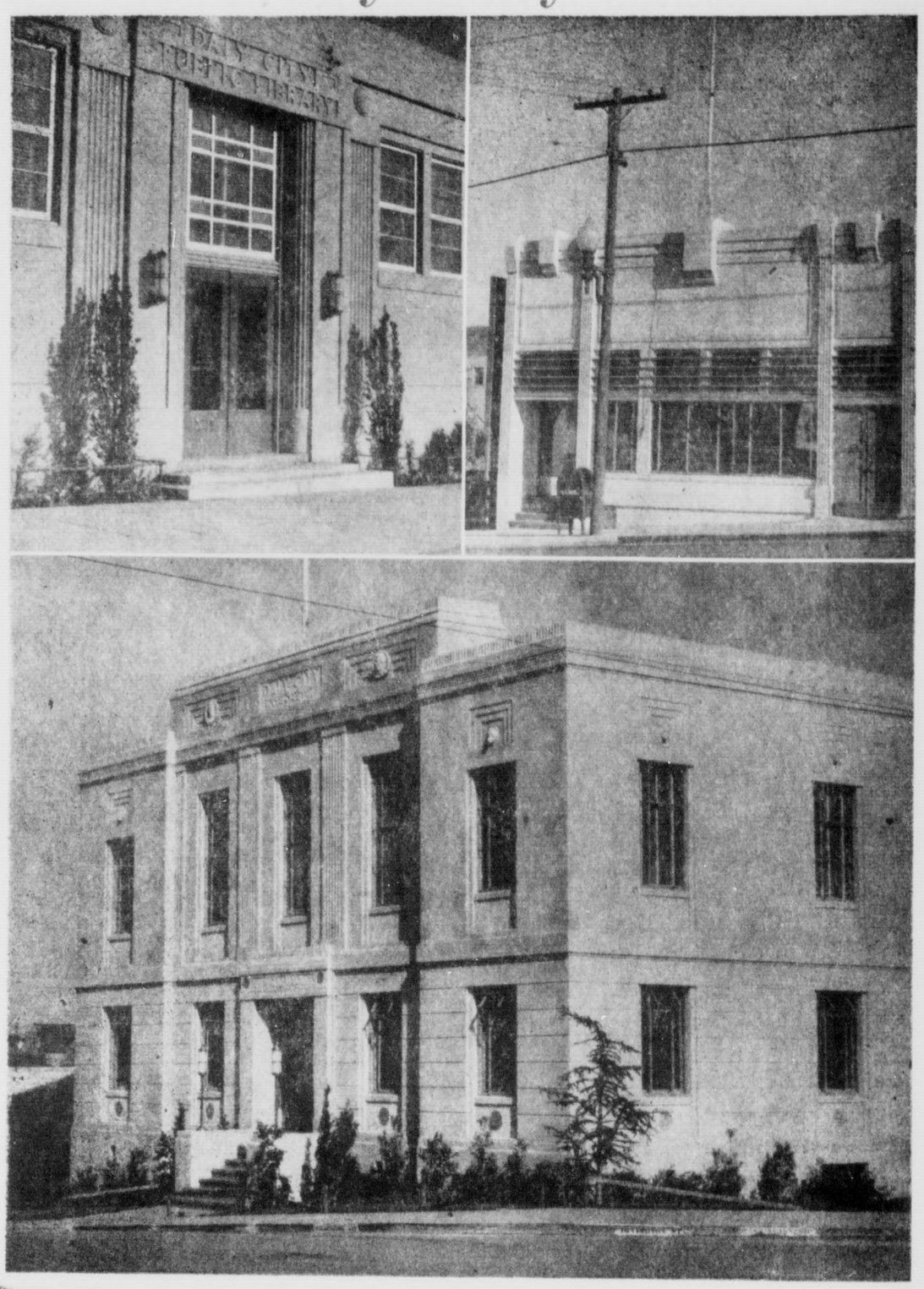
# Municipal Government's Role In Daly City's Growth

Cities don't just 'grow'; men build them! The destiny and character of a community are inevitably stamped with the personalities of its public officials and civic leaders.

Through the years civic authorities in Daly City have taken their responsibilities seriously and done their work efficiently.

Behind the scenes an efficient corps of workers are ever on the alert in order that you may have complete police and fire protection, low water rates, free garbage disposal, good streets, modern library facilities. Progressive administration of city affairs means service to you in convenience and in lower tax rates.

In this continuous record of integrity lies much of the credit for Daly City's progress. It took time and thought and community patriotism to bring Daly City from a few straggling houses clustered about the John Daly ranch to a thriving, residential community of more than 3,600 homes.



**Daly City's public buildings are indicative of the community's steady growth. Above are shown, left, the Daly City Public Library, and right, the Daly City branch of the San Francisco postoffice. Below is the splendid new city hall located at 75 Wellington avenue.**

CITY OFFICIALS - - -

Shown here are, reading left to right, Mayor John J. Fahey; second row—Councilmen Edmund Cavagnaro, Paul G. Selmi, Henry Sundermann and Julius Twesten; third row—City Clerk B. C. Ross, City Treasurer Mrs. A. L. Stockton, City Attorney Rudolph A. Rapsey, City Engineer R. A. Klassen; fourth row—Purchasing Agent and Water Dept. Superintendent A. J. Bodien, Police Chief James G. Reardon, Fire Chief A. P. Chesney, Librarian Mrs. Jean O'Rourk.

## This Is A Good Place To Live

Daly City is a community of homes—unpretentious yet attractive and comfortable. Spacious yards boast pretty gardens, children romp, housewives bustle busily about in modern kitchens—this is a stronghold of happy family life.

For sheer comfort Daly City is particularly ideal. The kindly sun is a year-around neighbor, yet excessive heat is unknown.

Youngsters get a head start in health here. Joyous outdoor play is their heritage.

City government has always conducted itself in the interests of the homeowners. Its objective has been to make Daly City a good place to live. It is succeeding.

*"Cities Don't Grow . . .*
***Men Build Them"***

# A Message From The County of San Mateo

## COUNTY of SAN MATEO
### REDWOOD CITY, CALIFORNIA

**GREETINGS:**

To our northernmost community of the county which is gloriously celebrating its thirtieth anniversary with today's splendid issue of the Daly City Record. To those who do not have a home which affords the blessings of San Mateo county we would like to leave the following thoughts:

On The Peninsula, from Daly City to Redwood City, happiness outruns the old familiar milestones. For town joins with country to lift you from the dusty tracks of routine living and sweep you to the sunny crest of new enjoyment. This premise is a promise.

To find home happiness is simple enough. You merely exchange gray days for a sun that never wearies of enticing you outdoors. You give up cramping rooms for the airy freedom of a garden home. As for gasoline fumes, why breathe them when there's fresh, clean country air? Street car clangor? There's more music in a cricket's chirp! City-bred nerves calm down and problems fade as Old Sol paints your portrait in a healthy tan.

You're merely minutes from metropolitan life, but a world away from care. And quickly you discover that this is what you've always wanted . . . the fully-rounded life . . . where city ease and country freedom win you to a single mood of real contentment . . . with congenial friends to share it. Best of all, your pocketbook proves a friendly partner, agreeing that you've made a wise and happy choice.

**Cordially yours,**
**COUNTY OF SAN MATEO**

Check
San Mateo County

For . . . CLIMATE - HOME LIFE - RECREATION - OPPORTUNITIES

Wherever industry has been mobilized in support of the national defense program, there you will find Electricity and Natural Gas supplying indispensable Power and Heat.

From the very beginning of the defense movement, the Pacific Gas and Electric Company has met the demands upon it for service. Electric power and natural gas fuel have been supplied as needed to the shipbuilding yards of the San Francisco Bay region and to other widely scattered industries engaged in defense work in the territory we serve.

Pacific Gas and Electric Company's lines serve the army cantonments at Fort Ord, Camp San Luis Obispo, Camp Roberts, Camp Bradley, Presidio of San Francisco and neighboring forts. This company provides gas and electricity to Hamilton, Moffat and Mather airfields, and to the airports of Stockton, Fresno and Salinas. We serve the Naval Air Station at Alameda, the Naval Supply Depot and Fleet Supply Base in Oakland; Hunter's Point Drydock, and the Naval Reserve Aviation Base in Oakland. Housing projects in the neighborhood of army and naval establishments are being served as rapidly as they are completed.

Future requirements of the defense industries for electric power and natural gas will be met as they develop. This company is constructing additional facilities to provide the power and heat which make possible the operation of those industries. We accept our responsibility to keep the machines and furnaces of the defense industries supplied without interruption.

---

*Our arsenals of fuel and power will meet the demands of defense.*

P·G·and E·
PACIFIC GAS AND ELECTRIC COMPANY

21X541

# H. H. Smith Lumber Yard

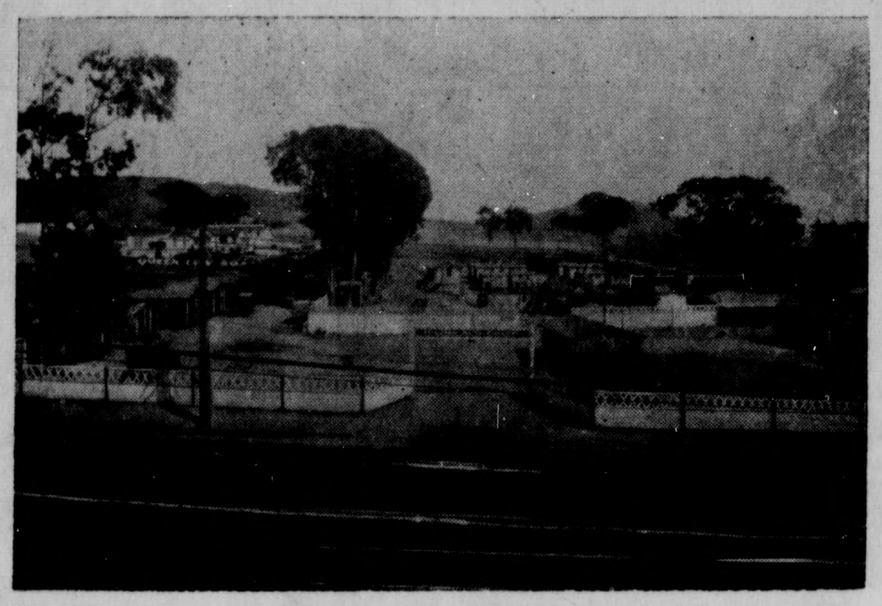
2 Hillside Boulevard — Daly City — RAndolph 0666

**LUMBER**

**—and—**

**MILLWORK**

**Dutch Boy Paints and Varnishes**
**Building Material**
**Plumbing Supplies**
**Wood and Coal**

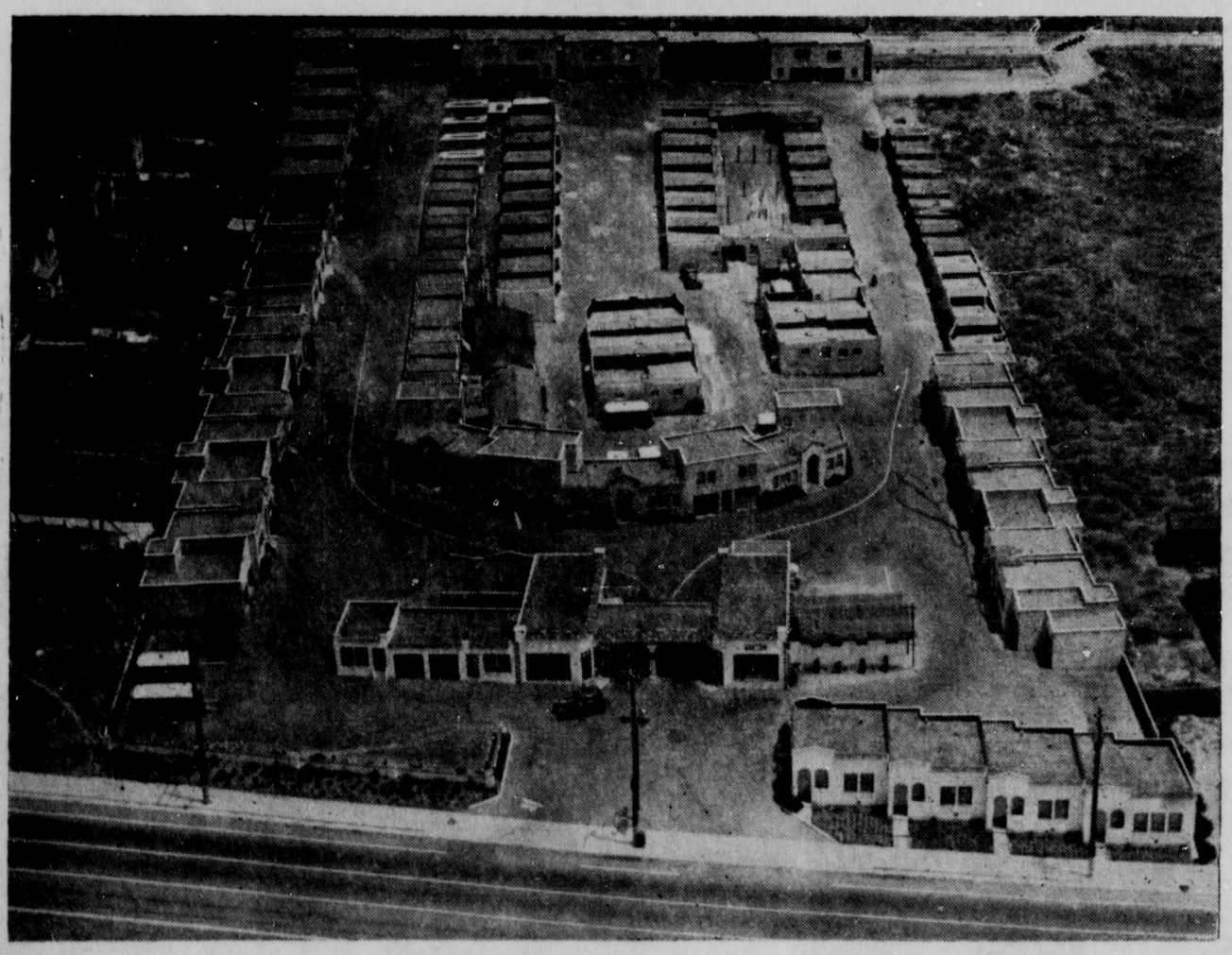


**FROM THIS:**

**TO THIS:**

A few frame tourist cottages and a spot to pitch tents in the early 1920's.

The world's largest (and we think finest) auto court accommodating 70,000 guests during the past two years!



## Smith Guides Growth of Two Major Businesses

Mayor of Daly City for 18 years, chairman of the Board of Supervisors of San Mateo county for 4 years, proprietor of a major local lumber yard, managing owner of the world's largest auto court, and father of a 100 per cent Daly City family—this is the story of H. H. Smith sr.

Mr. Smith was in the teaming business in San Francisco immediately following the 1906 fire. For nearly 2 years after the fire he was engaged almost constantly moving refugee shacks out of the congested down town area to the more open country around Daly's Hill where lots could be purchased for $10 down and $10 per month. In 1908 he established his first lumber business on Los Banos avenue.

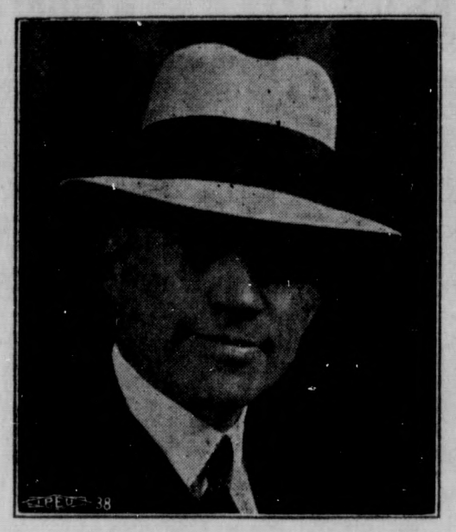
Hugh Smith was elected mayor of Daly City in 1918 and served in that capacity until 1936 when he left the local office to become San Mateo county supervisor representing the first district. He was elected chairman of the Board of Supervisors and served as such until 1941, thus completing 22 years in public office—and 22 years as continuous chairman of the two official bodies to which he had been elected.

In the early 1920's Mr. Smith purchased an interest in the Mission Auto court. Continuous progressive policies of expansion and improvement have changed the court from a few wooden cottages and tent space to THE WORLD'S LARGEST.

The claim that The Smiths are a 100 per cent Daly City family is substantiated by the fact that Mr. and Mrs. H. H. Smith sr. maintain their residence at 52 Los Olivos avenue; H. H. Smith jr. is manager of the local lumber yard and lives with his family at 300 Evergreen avenue; daughter, Mrs. Harold Purser, lives with her husband at 515 Templeton avenue; daughter Edna Smith is commercial and English instructor at Jefferson Union high school; daughter Irene Smith is elementary school teacher at Crocker school; and son George Smith is a student at Jefferson Union high school.

**LUMBER YARD**

Founded on Los Banos avenue, three years before the community was incorporated, H. H. Smith Lumber Yard has traced a steady growth along with the expansion of Daly City. In 1926 the yard outgrew its birthplace and was removed to Hillside boulevard where it now occupies 2 V-shaped blocks in area, and it supplies hundreds of building contractors, jobbers, and home owners with



every conceivable building material and service at competitive prices.

Hugh Smith jr. became active manager of the yard in 1938.

**AUTO COURT**

The world's largest of anything, whether it be a tree, a man or an institution, rates a write-up wherever it is found. And so here goes a story on the world's largest auto court.

Mission Auto court was founded by J. L. Vasey in 1923. H. H. Smith sr. bought an ownership interest in the court and later became managing owner.

The court has an area of four acres, accessible from El Camino Real, and having a beautiful outlook in the rear that offers a sloping hill, green and flower-covered in Spring.

It offers 110 cottages, with 31 varieties of accommodations, suitable for groups up to six, and parking spots for 30 trailers.

Registration of tourists for the two years 1939-40 neared 70,000. It is estimated conservatively that these guests spent nearly a million dollars in the local trading area.

It requires a staff of from 14 to 17 people—to keep the auto court going. Most interesting is the mobile service units operated by the auto court maids. Every 2 maids have an automobile station wagon which they drive from unit to unit in their daily round of changing linen, washing, scrubbing, and polishing the cottages.

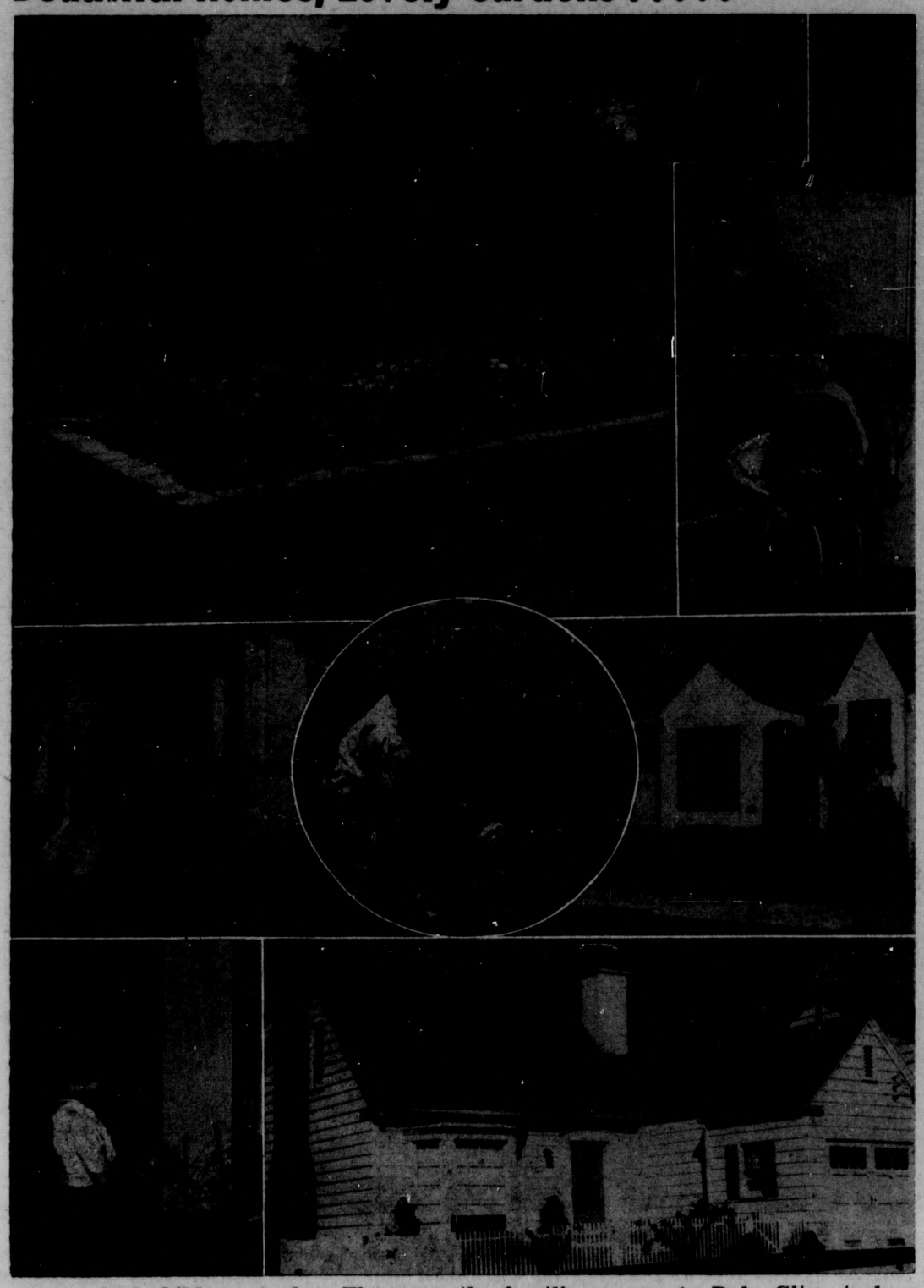
A homey reception room where guests may relax, write letters, read their home town papers from a rack offering 23 leading papers from as many states in the Union is only one of the many outstanding services offered guests at Mission Auto court.

Rich men, poor men, (no beggars or thieves), doctors, lawyers, merchants, chiefs are all on the registration book at the court—and among them are Bette Davis, Andy DeVine, and Linda Darnell.

# MISSION AUTO COURT

6843 Mission Street — Daly City, California

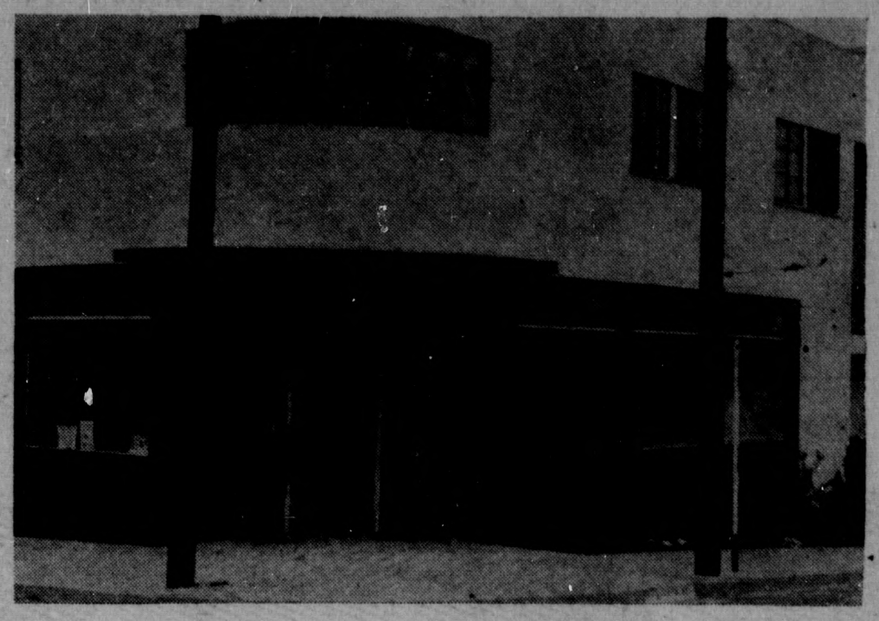
## Beautiful Homes, Lovely Gardens .....



..... And children at play. These are the familiar scenes in Daly City—truly a community styled for happy living. For sheer comfort Daly City is particularly ideal. The kindly sun is a year-around neighbor. Frost is rare and excessive heat is unknown.

Youngsters get a head start in health here. Joyous outdoor play is their heritage. Daly City offers security and contentment to the homeowner.


REAL ESTATE AND
GENERAL INSURANCE



It runs in the family!

The real estate and insurance business come natural to William and Ricco Lagomarsino. William, who has been in the real estate business since 1926, and his brother, Ricco, have lived in Colma all their lives. They have developed an active real estate and insurance business in that area.

The brothers went into partnership in 1940. Their office is at 7100 Mission street, from where they serve both residents of Daly City and Colma.

The brothers handle general insurance—both representing leading West Coast fire, casualty, and life insurance companies.

LAGOMARSINO & CO.

General Insurance—Real Estate—Notary Public
Wm .Lagomarsino—Ricco Lagomarsino
DElaware 4982 7100 Mission St. Daly City


## Display Rooms; Personnel At Tanforan

Below is pictured the display rooms of Tanforan Flower Shop, 6178 Mission street, conveniently located between Flournoy and Wilson streets. Standing in the doorway (from left to right) are Phil Saporita, Mrs. K. Ottoboni, and Carol Schoning. In the lower foreground is pet dog, Jackie, flower shop mascot.

### Keeping Tradition With Beauty and Skill

Flower girls are traditionally very popular and very pretty. Not only can it be said that Daly City's flower girl at Tanforan Florist is in keeping with tradition, but she is also an expert swimmer.

In competition and exhibition Miss Carol Schoning has won recognition for herself and for this community. Top among events in which she has gained a berth was Billy Rose's 1940 World's Fair Aquacade on Treasure Island.

Tanforan Florist and Nursery is as expert at growing nursery stock as Miss Schoning is at swimming. Tanforan's flowers are as beautiful as Miss Schoning's swimming style.

Historically speaking, Tanforan Florist is one of the oldest in the Bay area. Father Bernard Ottoboni started the business in Colma, year 1895. Display rooms were opened in Daly City in 1932. In addition to selling locally, the firm ships flowers by wire to any point in the United States.

Chief product at the 9-acre nursery in San Bruno is heather. Nearly one-half million bunches are shipped east annually from Tanforan Nursery.

## Flowers Of All Kinds The Year Around

Mrs. K. Ottoboni is showing a display of beautiful gladioli, only one of the many, many varieties of cut flowers at Tanforan florist. Zinnias, snap dragons, sweet peas, roses, carnations, gardenias, orchids and miniature feature plants of all kinds can be had nearly every day of the year at Tanforan Florist.

Tanforan Flower Shop

NURSERY
Phone San Bruno 288

AND NURSERY

FLOWER SHOP
Phone DElaware 8002

W. B. OTTOBONI 6178 MISSION STREET - DALY CITY K. OTTOBONI

# Time Changes Even the Face of a City from Wide Expanses of Vacant Open Spaces to . .

Except for the indications in the foreground of a quarry this scene might be of countryside entirely foreign. But on the contrary, it is a picture of Vista Grande tract taken in 1905 looking west from Daly's quarry.

The row of trees to the right indicate a line along which Knowles avenue now runs. Trees in the background ran along a line which is now San Diego avenue. At the extreme left middle background may be seen a farm house, the only building at that time in all Vista Grande tract.

It was not until 1907 that this farm was subdivided into city lots measuring 25 by 100 feet and selling for $10 down and $10 per month. This was one of the first areas to which refugees of the 1906 San Francisco earthquake and fire came, bag and baggage, to start a new community.

## Daly City's Ideal Residential Advantages Make It a Community of Happy Homes

Whether you like to live in the whirl of the big city or amidst the peace of the countryside, one of the most important things affecting your comfort and happiness is your home. Home is something that vitally matters. And it is this fact that has made Daly City a growing, thriving community.

Daly City is a community of homes. Other areas are more suitable for industry, for the compact, high pressure of commerce, for the towering structures of finance; but for the simple business of living and being happy with one's family, more and more people are choosing Daly City.

Daly City is a place where you see children. You notice them. And their high light voices at play attest to the peace and the casual naturalness of Daly City, where the meaning of "home" is first in the vocabulary of the heart.

The city overlooks Lake Merced and the Pacific, sheets of blue water are visible from most of the western windows; and to the north stretch the scattered outskirts of San Francisco, the great seaport. An occasional lazy gull in the evening sky is a reminder of the sea, and the breez from the ocean is fresh and invigorating.

The setting and the spirit of the place have made Daly City popular with those seeking a home. Since its beginning immediately after the disastrous 1906 earthquake in San Francisco the trend has developed section after section of modern single-family dwellings in Daly City. Now the influx of residents has increased many-fold. National Defense and the vast movements and cleavages of which it is the cause have brought many persons connected with the defense industries in San Francisco and South San Francisco to this community.

Even amidst the crisis and peril of the war-haunted modern world, a good home is the fundamental need of the American family. And it is right that this is so. The American family, satisfied with its life and happy in its home, is the cornerstone of the democracy we are defending.

Latest "boom" section of Daly City is Hillside Vista Homes, where 36 homes are going up, with promise of nearly 100 more to come. These homes are being built by the "factory production" method introduced by the group of progressive builders who entered the field some 20 years ago and perfected the plans which have recently met undreamed success.

To begin with, they devised one simple, basic, floor plan for use in the entire section, with only the exterior of the houses modified for variety. Exteriors in this master plan might be re-

(Continued on Page 11)


## COLMA MILL HANDLES BIG JOBS

Big jobs are the specialty of the New Colma Mill and Lumber Co. They like them.

Under the management of Lincoln B. Farnsworth, the lumber company at present is kept busy supplying the material for a number of local builders including J. F. Millett jr. It now has a contract to furnish material for 400 homes to be built for national defense workers in Richmond.

The only mill Colma has ever had, the New Colma Mill & Lumber Co. came under its present management in 1939. It handles every kind of building material, hardware, and fixtures for the home.

**NEW COLMA MILL & LUMBER CO.**

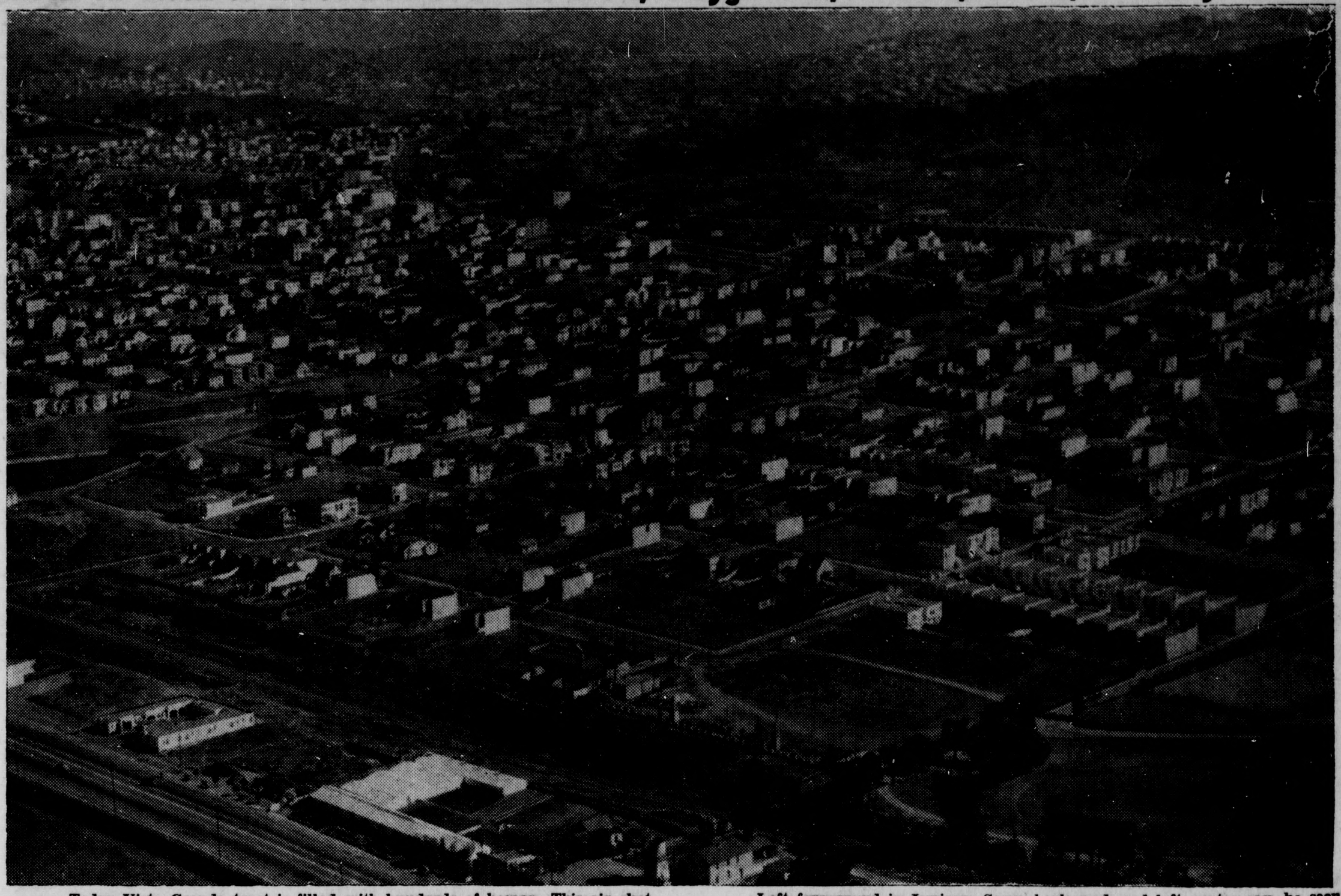
**BUILDING MATERIALS :—: HARDWARE**

**DElaware 3344**

**LINCOLN B. FARNSWORTH**
**Manager**

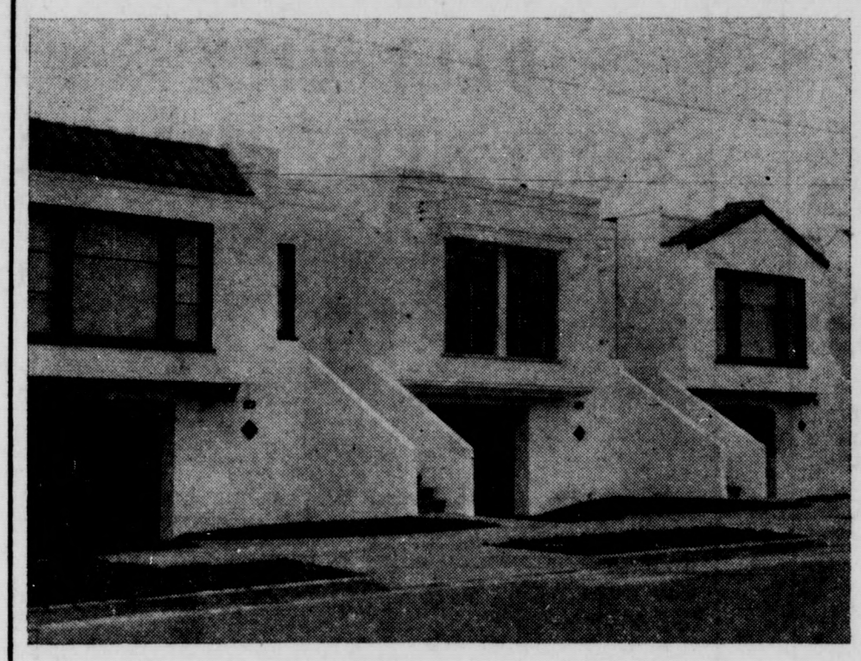
**School & Bruno Streets**
**Daly City, Calif.**

# Block on Block of Residential Homes, Playgrounds, Schools, Stores, and Busy Streets!



Today Vista Grande tract is filled with hundreds of homes. This air shot looks eastward. It was taken from an airship flying over Lake Merced golf course at an altitude of approximately 600 feet. In the middle background can be seen a gaping hole, Market Street railway quarry. It used to be Daly's quarry and from its rim in 1905 was taken the picture on the opposite page.

Left foreground is Junipero Serra boulevard, and left center can be seen Marchbank park. Right foreground is the north half of Jefferson Union high school football field and track. The high school tennis courts are also visible. Just to the left of the football field is the small city park, and municipal water pumping station. Citrus avenue at Niantic street.

It takes courage to pioneer; it takes courage tempered with good judgment to pioneer and succeed.

When the Federal government first made FHA financing available, R. C. MacArthur pioneered new home building here in Daly City under the Federal Housing Administration. His homes sold —as a matter of fact, he has built more than 65 in the past four years. And today, while he is building still more, those homes are occupied by happy satisfied families.

Through FHA beautiful homes like the ones pictured above on Niantic street near Citrus avenue can be purchased from MacArthur for as little as ten per cent down and $30 per month.

Mr. MacArthur has a long background of business experience in Daly City. From 1920 to 1930 he was vice-president and cashier at the Daly City Bank. When Bank of America took over the local bank, MacArthur became manager until 1933. Since that time he has operated a real estate, insurance and building business from his office at 6301 Mission street.

Mr. MacArthur belongs to the Lions, Eagles, Masonic Lodge and American Legion.

**R. C.**
**MacARTHUR**
**REAL ESTATE**
**INSURANCE**
**Building Contractor**

**ELkridge 0707**
**6301 Mission St.**
**Daly City**

From dollar watches to thousand dollar diamonds. Take your pick anywhere in between and Charley Behrend, local jeweler and watchmaker, can fill your order.

Since 1935 Behrend has offered fine jewelry from America's leading wholesalers—both inexpensive pieces and excellent quality items that run into higher price brackets.

Mr. Behrend represents such fine watchmakers as Hamilton, Waltham and Elgin. He specializes in gifts for birthdays, graduation, Christmas.

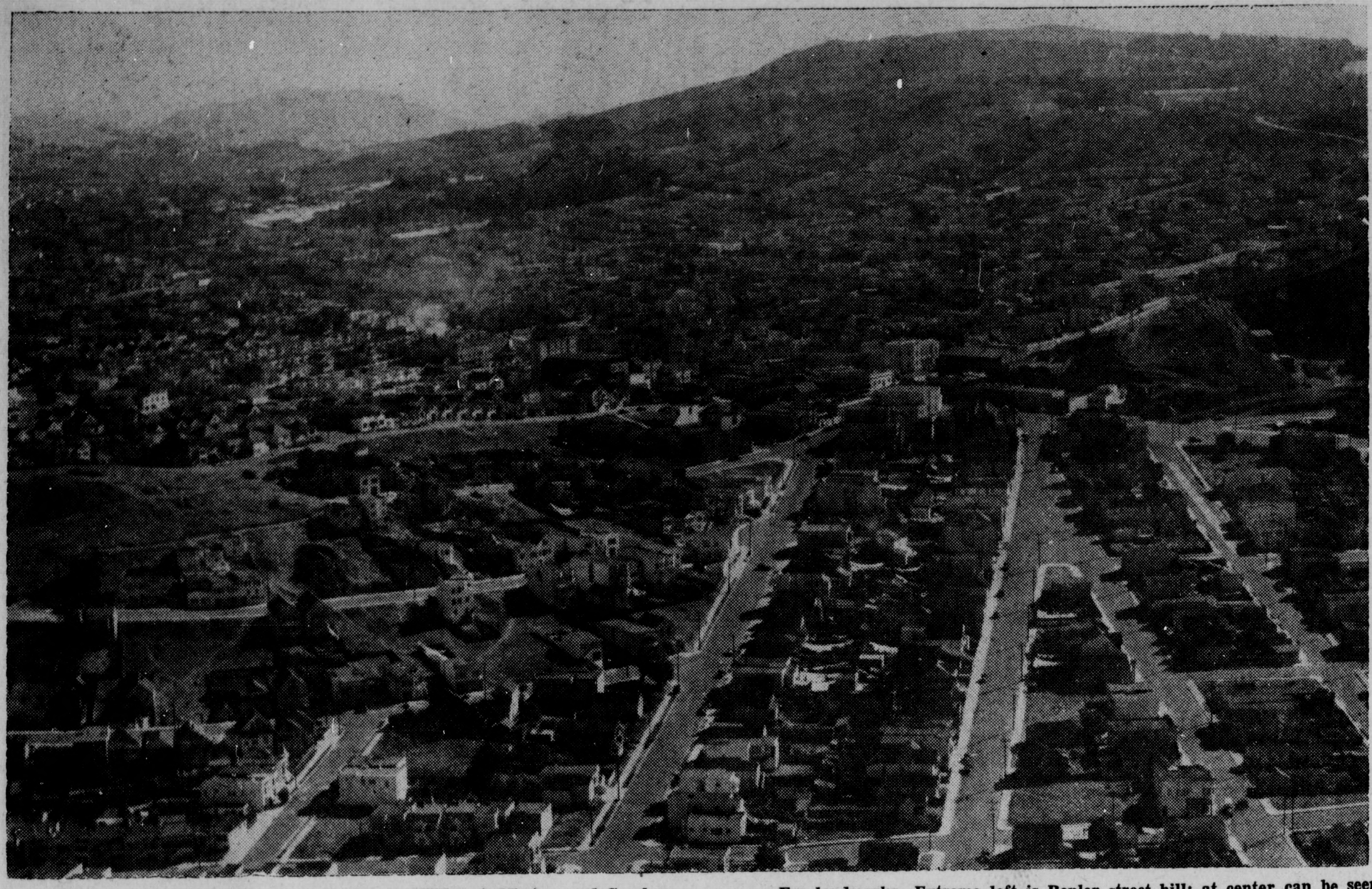
He repairs watches and buys old gold, at his jewelry store, 6301 Mission street, pictured below.

**C.**
**BEHREND**
**JEWELER**
**—and—**
**WATCHMAKER**

**CASH FOR OLD GOLD**

**ELkridge 0707**
**6301 Mission St.**
**Daly City**

# Daly City, a Community of Homes with a Faith in the Future, Is Symbolized in This Shot



Compare this spectacular air shot, showing Hillcrest, Mission ,and Crocker tracts, with the picture on the opposite page and you will see a living symbol of stout-hearted people who built a city which they are proud to call home.

Looking eastward you see residential areas of Hillcrest and Mission tracts. Spreading in the background you see more than forty city blocks of modern homes that comprise Crocker tract.

For landmarks—Extreme left is Bepler street hill; at center can be seen the "Top of the Hill" business section and the city hall; at extreme right is a portion of the Market Street railway quarry.

In the far background, slightly left of center, may be seen a clump of trees. These are the same trees shown in the picture on the opposite page and referred to as a boundary of the Meussdorffer estate.


## DOWNALL

**Front view of office and shop, C. Downall Sheet Metal Works, 6084 Mission Street.**

C. Downall opened a sheet metal business in Daly City in 1925. Since he started in business here his firm has installed heating systems in hundreds of new homes and in many homes that were already built.

At one time he did 36 homes in a row on Hillside boulevard. Among the bigger jobs Downall has done is Daly City's new Masonic hall. Heating and ventilating systems for the hall were installed by his firm.

In an interview today Mr. Downall said, "When there's heating or ventilating work to be done, we suggest calling RAndolph 10153. We also build Champion furnaces—they're the best on the coast."

**GENERAL WATER HEATERS**

**JOBBING AND REPAIRING OF ALL KINDS**

**PATENT CHIMNEYS, FURNACES OF EVERY DESCRIPTION**

**C. DOWNALL**
**Sheet Metal Works**

**Phone RAndolph 10153**
**6084 Mission Street Daly City**



## Visit Daly City Nursery

Flowers have always appealed to Daly City people. We live in an area where flowers flourish. S. and F. Bryant realized this twenty years ago and started the Daly City Nursery, situated at 559 San Diego avenue.

Specializing in tubers and begonias, the Daly City Nursery is ready to brighten up the life of any Daly City amateur gardner—and, incidentally, do his garden a lot of good, too.

Daly City Nursery has a full range of flowering plants, which Mr. and Mrs. Bryant are glad to have visitors inspect. "We have open house daily," they say.

So if you are a typical Daly City native and like flowers, visit the Daly City Nursery soon.

**DALY CITY NURSERY**

**TUBERS — BEGONIAS — BEDDING PLANTS**

**S. & F. BRYANT, Proprietors**

**WHOLESALE — RETAIL**

**559 San Diego Ave. Phone DElaware 9907**
**Daly City, Calif.**



## DALY CITY SHEET METAL WORKS

**FRANK NEUMANN**

**Proprietor**

**6512 Mission Street ELkridge 3049**

Daly City Sheet Metal Works has been doing quality work in Daly City since 1932. At present their crew of four skilled workmen are busy on jobs ranging in location from San Francisco to San Mateo.

Daly City Sheet Metal Works features Biltwell gas furnace, a quality heating unit famous for its economical installation and maintenance.

"There's no job too big, and none too small to receive our careful attention. Our employees are thoroughly skilled and our charges are always economical." This was the statement of Proprietor Frank Neumann as he answered the question, "Why has your business succeeded in Daly City?"

# Dirt Roads and a Few Small Frame Houses

Yes, dirt roads and a few small frame houses tell the story of Daly City as it stood in 1904, the date that this picture was taken of Hanover street near Partridge lane.

White picket fence at the right stood in front of the house where Councilman Henry Sundermann lived in 1904. His son, Henry Sundermann jr., now a Daly City police officer, was born there in 1914.

The buildings to the left are located at the corner of Whittier and Hanover streets. They were among the first houses built in that area.

Trees in the left background indicate the northwest corner of the Meussdorffer estate. J. T. Meussdorffer was one of San Francisco's pioneer hatters, and many were the proud heads that sported a Meussdorffer derby during the closing days of the last century and the early ones of this.

# Daly City's Ideal Residential Advantages Make It a Community of Happy Homes

(Continued from Page 8)

peated, but never in the same block. Building time and costs are cut sharply by the efficiency of this method.

Daly City is a community of modern homes. Therefore it affords better, more comfortable living. Modern homes have more light and air for interiors, better water heating systems, and improved heating with thermostatic control.

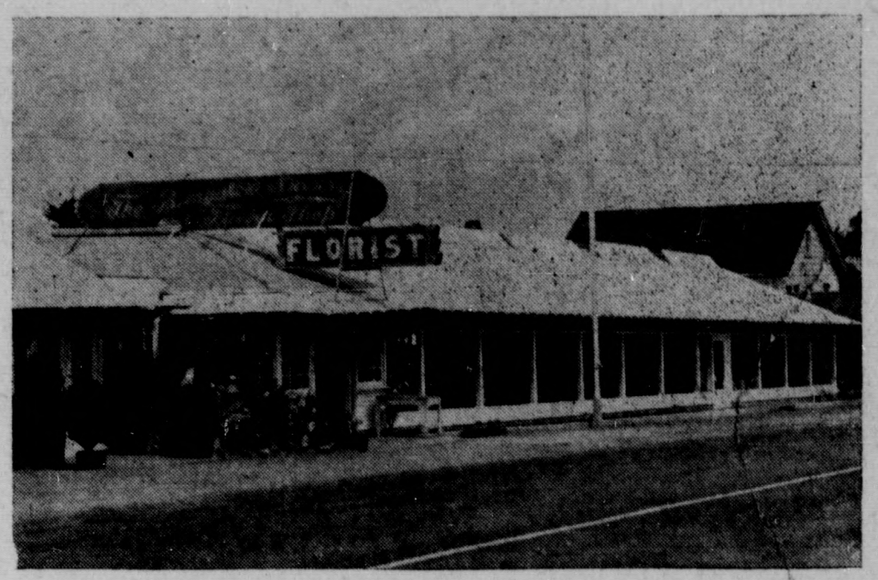
Yet Daly City homes are not beyond the pocketbook of the average man. In fact homes here are built with direct regard for the income of the average family. Not only are costs reduced by the "factory method" already mentioned, but through FHA financing. By this government loan policy even the lower income families are able to purchase a modern home.

More than 90 per cent of the private homes built here now are financed through the Federal Housing Administration. Most are bought ready-made from the builder, though some buyers, of course, hire an architect and plan their own homes. The increase

(Continued on Page 13)

# Bungalow Nursery - Hillside Blvd. - Colma

**Phone RAndolph 3718**




Henry Werle, proprietor of the Bungalow Nursery and Flower Shop, has been using his professional skill in growing fine flowers in Colma since 1920.

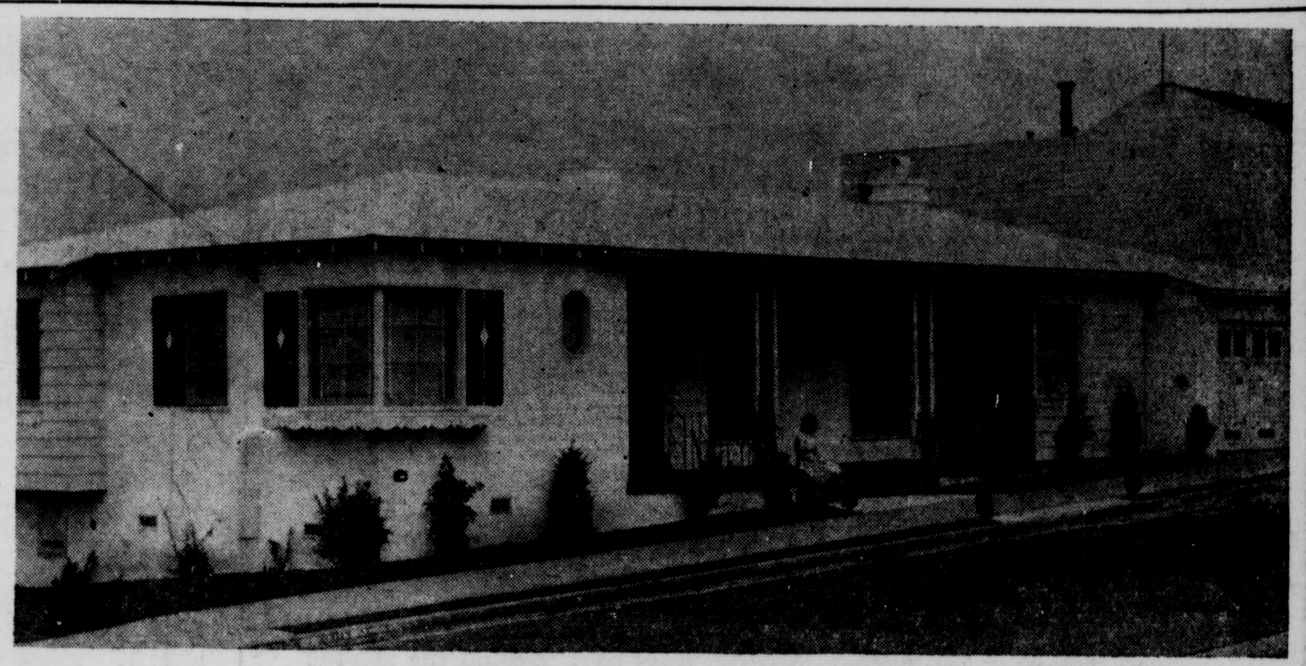
His nursery now shows the results of these years of experience, with richly colored fuchsias and fine-quality tuberous begonias abounding. These are his specialties, but his display is of dazzling variety.

The nursery is situated between Market and Chester streets on Hillside boulevard. The public is cordially invited to visit Bungalow's display rooms. Werle and his wife are natives of Colma and have, as long as they can remember, been interested in growing beautiful flowers.

Inside one of the many hot houses at Bungalow Nursery

Joe Millett not only believes in building beautiful homes - - - he believes in living in one himself. Pictured at right is Mr. Millett's own home, 100 Citrus avenue. Planned as a one-story California-type home, he built it only last spring.

Below is one of Joe Millett's store buildings located on School street between Mission street and Bruno avenue. And last picture is a Millett home under construction at School and Station streets. Note the fine frame construction and large brick fireplace.



# Three Dozen Daly City Homes In A Year - - -

When Joe Millett builds 'em they're something to look at—and to live in!

Contractor and builder, Millett has been erecting homes in Daly City for but a year, but he has a long history of spectacular building before that.

Starting in construction work in 1926, Millett has been engineering inspector of the Jefferson high school gymnasium and swimming pool, superintendent of construction of the Luther Burbank Memorial auditorium of Santa Rosa Junior college (a remarkably beautiful building), engineering inspector for Jefferson grammar school, and for seven or eight other schools down the Peninsula.

He was estimator and superintendent for the construction of the Sebastopol grammar school, and is now working on a large, reinforced concrete building in San Francisco.

His biggest job at present, however, is the construction of a milking barn, the largest in the state —150 feet long.

Joe Millett is a native of Colma. At the turn of the century, his father ran Millett's Training Quarters in Colma, then the center of American boxing activity. Sometimes there were four or five world's champions there at once. was building inspector for San Ma-

Millett has been in the construction business since 1926. He is building inspector for San Mateo county. Twenty-five homes in Daly City and twelve going up are his record during the past year. He builds only on order.

# J. F. MILLETT Jr.

## Building Contractor

**100 Citrus Avenue** **ELkridge 0641**

# Homes and Gardens Have Sprung Up Along a Trail First Made By Eighteenth Century Padres

**Mission street is today a wide, beautiful ribbon of smooth, modern highway. It can be seen stretching away almost the entire length of this air photo. Only a trail worn bare by the Spanish padres of the Eighteenth century, and in the Nineteenth century only a rutted wagon road, Mission street in the past few years has become a Twentieth century speedway of commrce and travel.**

**San Francisco's world-famous golf courses are partitioned off in the upper left hand corner by Junipero Serra boulevard. And in the immediate left foreground can be seen a train on the Southern Pacific's secondary rail connection into the city.**

**Truck and flower gardens, green houses, homes, business district of Daly City's South End and Jefferson Union high school—all can be seen here.**

**At the extreme right is Christian Munz, proprietor of Relish Bakery, who took over the business here 12 years ago. Behind the shining marble-top counter are Mrs. Mary Settelmayer and Elsie Munz.**

Bakery Goods of All Kinds
Merchant's Lunch . . . Ice Cream Bar

**RELISH BAKERY**

**6356 Mission St. Daly City RAndolph 5712**

## THE COMPLETE DRY GOODS STORE

"Everything in general dry goods for the home and family" has been the slogan of Warshawski's Dry Goods store since it originally opened for business here 19 years ago. For this score of years proprietor Henry Warshawski has conducted a progressive business at the "Top of the Hill" and in addition has always been active in civic and community activities.

Pictured in the doorway of the firm, 6340 Mission street, is Clerk Walter Pope, and Proprietor Henry Warshawski.

**GENERAL DRY GOODS**

**Shoes -:- Notions**

**"Your Money's Worth Every Time!"**

★

**HENRY WARSHAWSKI**

**6340 MISSION STREET PHONE DELAWARE 0231**

# Hey-Day of the "Model-T" and Its Companions

**Early 1920's was the period that horses became scarce in Daly City. The word GARAGE began to supersede that of BLACKSMITH SHOP on fronts of buildings that serviced vehicles.**

**Pictured here is Mission street lined with "model T's" and kindred cars going to the cemeteries on Decoration Day. Note the flag at half-mast.**

**Turn in the road is at the Colma bank. This picture was taken before Mission street was widened. At that time the street car tracks ran along the east side of the highway. At left is an old barn that formerly stood east of Mission street and the car tracks opposite San Pedro road.**

# Daly City's Ideal Residential Advantages Make It a Community of Happy Homes

(Continued from Page 11)

of home building throughout the nation in the past decade stems from the establishment of the FHA. If your income is only $125 monthly, you could afford a $4585 home, and pay for it like rent at the rate of $31 per month.

Another section of homes, just beyond the corporate limits of Daly City, is "Garden Village," with broad lawns, beautiful distinctive homes, and a casual country air. Yet it is not far from the center of Daly City or, via Junipero Serra boulevard, San Francisco.

Twenty years ago there were only a few scattered homes in open vacant city blocks. Today that ratio is reversed and there are only a few scattered vacant lots among rows and rows of comfortable single-dwelling homes.

These lots are vanishing quickly, for progressive building contractors and developers are constructing homes for new people to "hang their hats" in Daly City.

Among the builders now active here are: Charles Anderson,

(Continude on Page 15)

# HE'S IN THE PLASTERING BUSINESS

Plastering and concrete construction is Tony Milano's job and he's been doing it for twenty years in Daly City.

The contractor now has between 35 and 40 houses in his docket of work at all times. Plasterers, drivers, and concrete-workers employed by Milano total twelve, on an average, and are mostly Daly City men.

Milano has been at his present location, 399 Templeton avenue, for 18 years. He has lived in Daly City for 34 years.

His father, who lived in Daly City when the community was very young, was in the construction business and Tony has been following in his footsteps ever since.

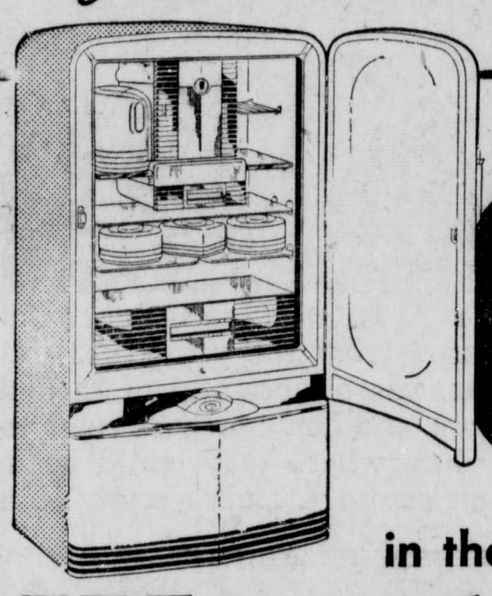
**A. MILANO**

**Plastering and Cement Contractor**

**399 Templeton Ave. Daly City RAndolph 1871**


*New GLAMOUR for your kitchen!*

*New SAFETY for your foods!*



GET BOTH..

in the new 1941

**Westinghouse**

**AMERICA'S *different* REFRIGERATOR**

No question about it! You'll get a real *thrill* when you see these refrigerators. They're *New! Different!* As *exciting* as a new Easter Outfit! New COLOR-STYLED Interiors—in rich blues, soft greens, warm tans, dazzling crystal—add a *fresh* note of beauty, distinctive and appealing.

And you'll get *another* big thrill when you see how these Westinghouse Refrigerators *keep food*. With just one simple dial, the exclusive TRUE-TEMP Control, you get *five* distinct food-keeping zones—just the *right* temperature and humidity for each of your five kinds of perishable food.

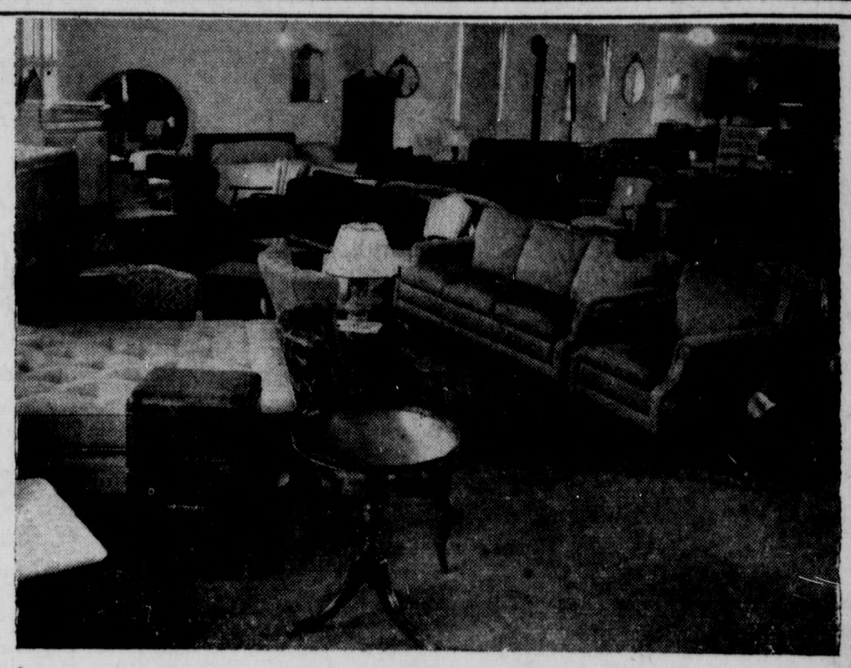
Only Westinghouse gives you these *extra* features. *Come in! Compare the Value!*

**METROPOLITAN APPLIANCE AND FURNITURE CO.**

6389 MISSION STREET
(Near Daly City Library)
DElaware 8632

Every home needs Westinghouse

THE *Leisure Line* OF ELECTRIC HOME APPLIANCES

**A corner of Metropolitan Furniture and Appliance company showrooms here in Daly City, 6378 Mission street, above Farmer's Market.**

## Metropolitan Store Is Complete Furniture Mart

For four years Walter Mayer was representative of the Metropolitan Life Insurance company covering the Daly City field. Visiting dozens of homes every day, and watching new ones built by the score, Mr. Mayer saw an opportunity to open here a first class complete furniture and appliance store.

With his accustomed thoroughness, last fall Walter Mayer opened not one, but two appliance and furniture stores here, one near Daly City library, 6389 Mission street, displaying the latest models of home electric and gas appliances, and a second floor of display rooms, 6378 Mission street, near Los Banos avenue, displaying modern and period living room, bedroom, and study furnishings.

Walter Mayer's Metropolitan Appliance and Furniture company, although it is not yet a year old, boasts the success of furnishing more than one hundred local homes and many more down the Peninsula and in San Francisco.

Mr. Mayer attributes the immediate success of his business to a 3-point program:

1. It's easy to buy at Metropolitan. Step into the show rooms, make your selections, and free prompt delivery is made.

2. Swift, confidential credit terms are easily arranged to meet your personal need.

3. Metropolitan Furniture company offers free friendly professional interior decorating counsel. Avail yourself of this free service by phoning DElaware 8632.

**MY CLOTHES ARE WHITER ...WORK IS LIGHTER**

**AND WHAT A BUY!**

**Genuine 1941**

**WESTINGHOUSE WASHER**

**At a new, low price...**

*Big 23-gal. porcelain tub*—Does family-size washing in fewer loads

*Select-o-Press Lever* — Assures correct pressure for everything from quilts to cambric

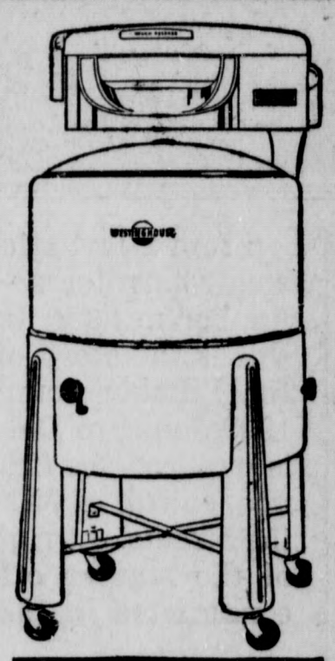
*Touch-bar*—Releases pressure and operates *Roll Stop*

*Hi-Dry Feed Board*—For safe, easy feeding of clothes

*Big Turbulator*—Washes big loads fast with less wash-wear

PLUS such "standard features" as long-lasting mechanism... whisper-quiet operation... non-tip, welded steel chassis... automatic reversing drain

**COME IN AND ASK FOR A DEMONSTRATION!**

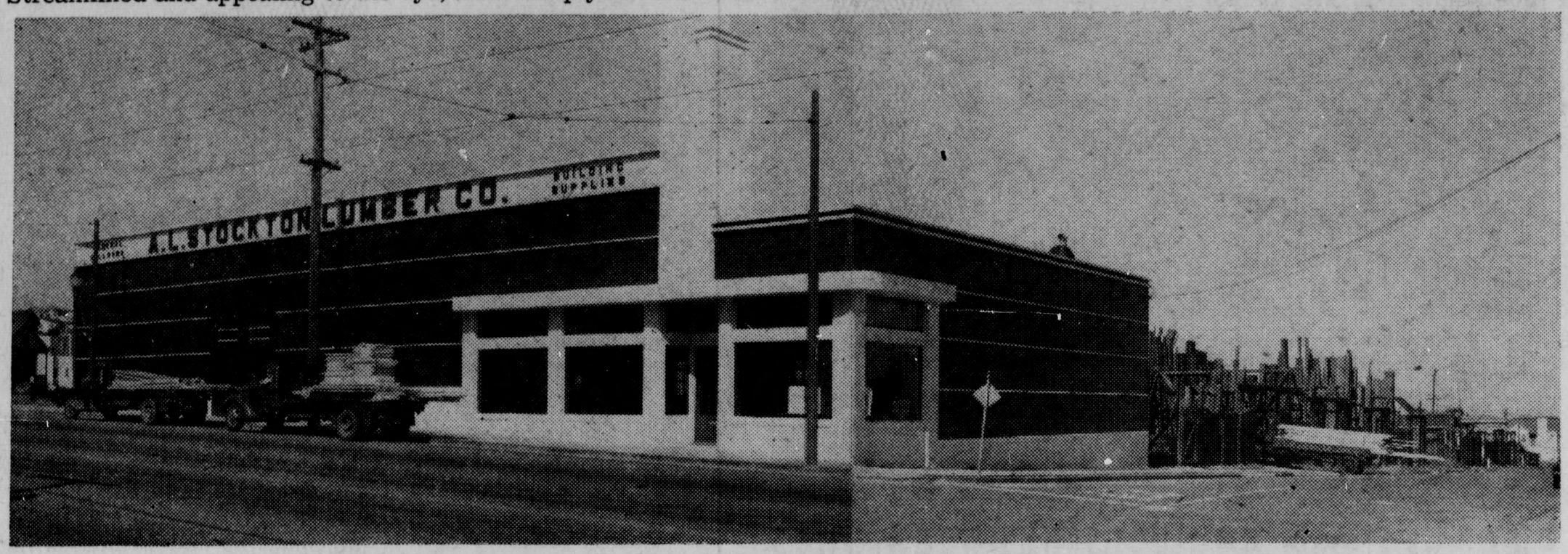


**WESTINGHOUSE "STANDARD" WASHER**

*Only* **50c**

**PER WEEK**

**Large in size--Modernistic in design** is this new office of A. L. Stockton Lumber company, finished in March this year. The long water-proof redwood plywood front extends 112½ feet along Mission street; the side extends 40 feet along Wilson street. Streamlined and appealing to the eye, redwood plywood idea for exterior surfaces is an innovation by A. L. Stockton Lumber company.




A. L. Stockton Lumber's new display rooms and offices are as distinctive and modernly designed as the exterior. Inside celotex walls and ceilings increase light reflection and control sound. Every conceivable building material and service is available here. A special home planning and decorating service has recently been announced by the management.

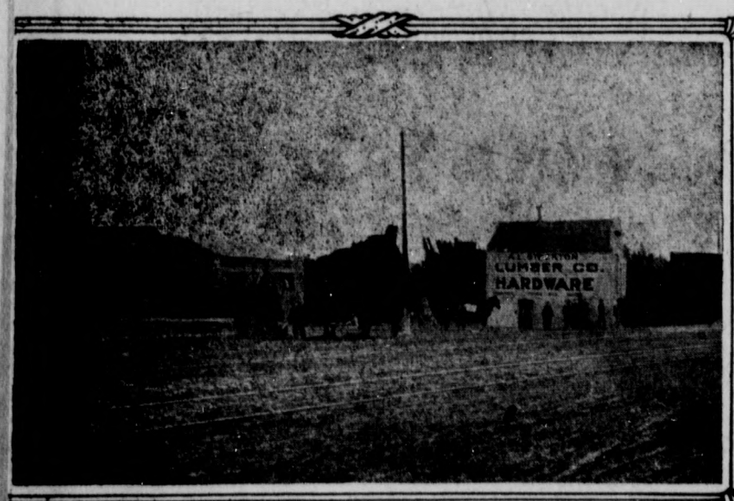
## A. L. Stockton Lumber Has Grown With Daly City

A. L. Stockton Lumber company is an institution of long standing in this community. Its founder, A. L. Stockton, was not only a pioneer in this area, but he was a man of keen business acumen who saw as early as 1909 that San Francisco growth and expansion would move down the Peninsula. He established his first plant here in that year.

Mr. Stockton often expressed the policy that his establishment would grow with the community. It did under his long career, and still is expanding under the competent management of his son, A. H. Stockton. At the mill today are more than one million feet of lumber—a quantity which in itself sounds a keynote of the size of the establishment.

Centrally located and occupying more than one-half city block, A. L. Stockton Lumber company serves an area often rated by building construction surveys as the most active in the United States—the San Francisco peninsula from the metropolitan limits to Redwood City.

Pictured here is A. L. Stockton Lumber Company office as it appeared from the year 1928 until last Spring. For eleven years more and more Peninsula building contractors, and home owners came to know this office as a place where they could get quality materials, efficient services, and friendly counsel.




From a few sticks of wood in a cow barn to one of the largest lumber mills in the Bay area—this is the story of A. L. Stockton Lumber company since its 1909 debut in Daly City. Above is pictured the first Stockton office, corner of Mission and Goethe streets. At right is a picture of the lumber office and mills constructed in 1927.

**LUMBER**
**MILL WORK**
**HARDWARE**

# A. L. Stockton Lumber Co.

**6100 Mission Street** **DElaware 6320**

**SHERWIN-WILLIAMS PAINT**

# Daly City's Ideal Residential Advantages

(Continued from Page 13)

George Hammer, Lyal Ingersoll, R. C. MacArthur, J. F. Millett jr., Joe Ragni and J. B. Williams.

Being a residential city, Daly City is naturally a community of gardens. Many nurseries in Daly City and Colma thrive on the flower trade, for the ease with which flowers can be grown makes almost everyone in this community an amateur gardener. The climate is ideal for growing a great variety of flowers of startling color and beauty.

Being the "gateway of the Peninsula," Daly City, with its busy vital arteries, Mission street and Junipero Serra boulevard, is within easy reach of both San Francisco to the north and the Peninsula cities to the south. Home-owners in Daly City—if they feel like a weekend in the sunny out-of-doors, may motor down the 101 highway, erstwhile route of the eighteenth century Spanish padres. Or if they have a yen for a spot of high life, San Francisco is about as convenient as the sideboard in the next room.

In other words, Daly City is in a strategic position for happiness. The hills, the beach, the city, or just one's own front yard are almost equally convenient to reach for the Daly City resident.

And the future is brighter than the present, just as the present outshines the past. In this year, 1941, the thirtieth anniversary of the incorporation of Daly City, the town is "on the way" toward greater success than ever before—success as a "community of happy home-owners."

Not always has it been so. Daly City—or rather the empty sand dunes and pasture land of scattered ranches that once made up this area—began with the flight of the San Francisco earthquake victims in 1906. These "refugees from disaster" left their burned and ruined homes in the city and started a new life here. Slowly, around this nucleus of courageous people, a community developed. In 1911 the town was incorporated as a sixth class city.

In the early days, but still well within the memory of many of its older citizens, Daly City was the center of sporting activity in the West. Sports enthusiasts from all over the United States flocked to Daly City to see "Sunny Jim" Coffroth's boxing matches in Colma, and to the Union Coursing park, famous race track.

City limits have been extended three times, in 1924, 1927, and 1931, and the city has not stopped expanding. Daly City residents have the benefits of low taxes, an efficient council type of government, a newly equipped fire department, the best municipal water in California, an efficient, courteous police force.

Truly, Daly City is representative of progressive American community life. It is to such energetic, purposeful and keenly democratic communities that America looks to mould its future.

## 1930 DECADE SEES DEVELOPMENT OF MAJOR FOOD MART

During the past ten years there has developed in Daly City's busy South End one of the leading retail food establishments of the San Francisco Bay area, Lucca Ravioli company.

Stanghellini Brothers, proprietors of Lucca Ravioli, have followed consistently an aggressive policy of better service, lower prices, and a wider range of merchandise. Here housewives may do all their shopping conveniently under one roof. They are offered groceries of every description, fresh fruits and vegetables, quality meats.

In the three departments at Lucca Ravioli nearly twelve clerks are kept busy serving hundreds of customers. The firm keeps four trucks on the road bringing in new merchandise, making wholesale and retail deliveries.

Imported and Domestic
GROCERIES
FRUIT and VEGETABLES
Meat, Poultry and Fish
WINES and LIQUORS
Hay and Grain
Feed and Fuel

LUCCA RAVIOLI CO.
FREE DELIVERY
7370 Mission Street RAndolph 6102

RAndolph 5376
John A. Eason
CONTRACTOR
Painting and Paperhanging
924 HANOVER STREET

George R. Hammer
CARPENTER and BUILDER
SINCE 1908
TELEPHONE
DElaware 5245
67 WILLITS STREET
DALY CITY

C. R. COOMBS
LICENSED CONTRACTOR
EXTERIOR and INTERIOR DECORATOR
444 TEMPLETON AVE.
DElaware 2940
DALY CITY

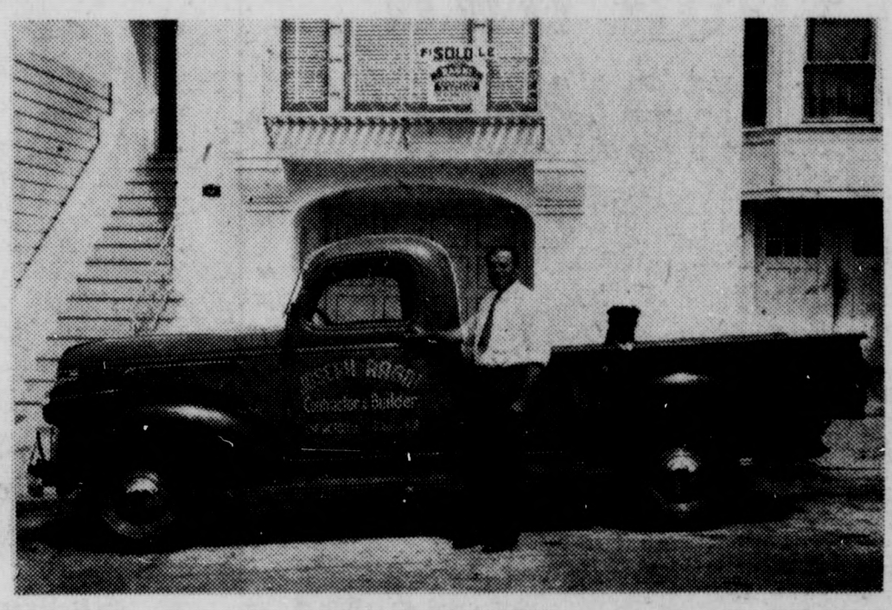
With long experience in building behind him, Lyal Ingersoll, of 439 Crocker avenue, started building homes in Daly City in May. Since that time he has erected three homes here.

One of his big jobs last year was the construction of two large flats in San Francisco on Green street. He has lived in Daly City 17 years.

"Build now," he enjoins, "before prices go higher." Defense work will make building materials harder and harder to get. Build now! And let Lyal Ingersoll, an experienced contractor, handle your building problem. You won't be sorry!

Lyal Ingersoll
GENERAL CONTRACTOR
439 Crocker RAnd. 5350

GOING TO BUILD A HOME?



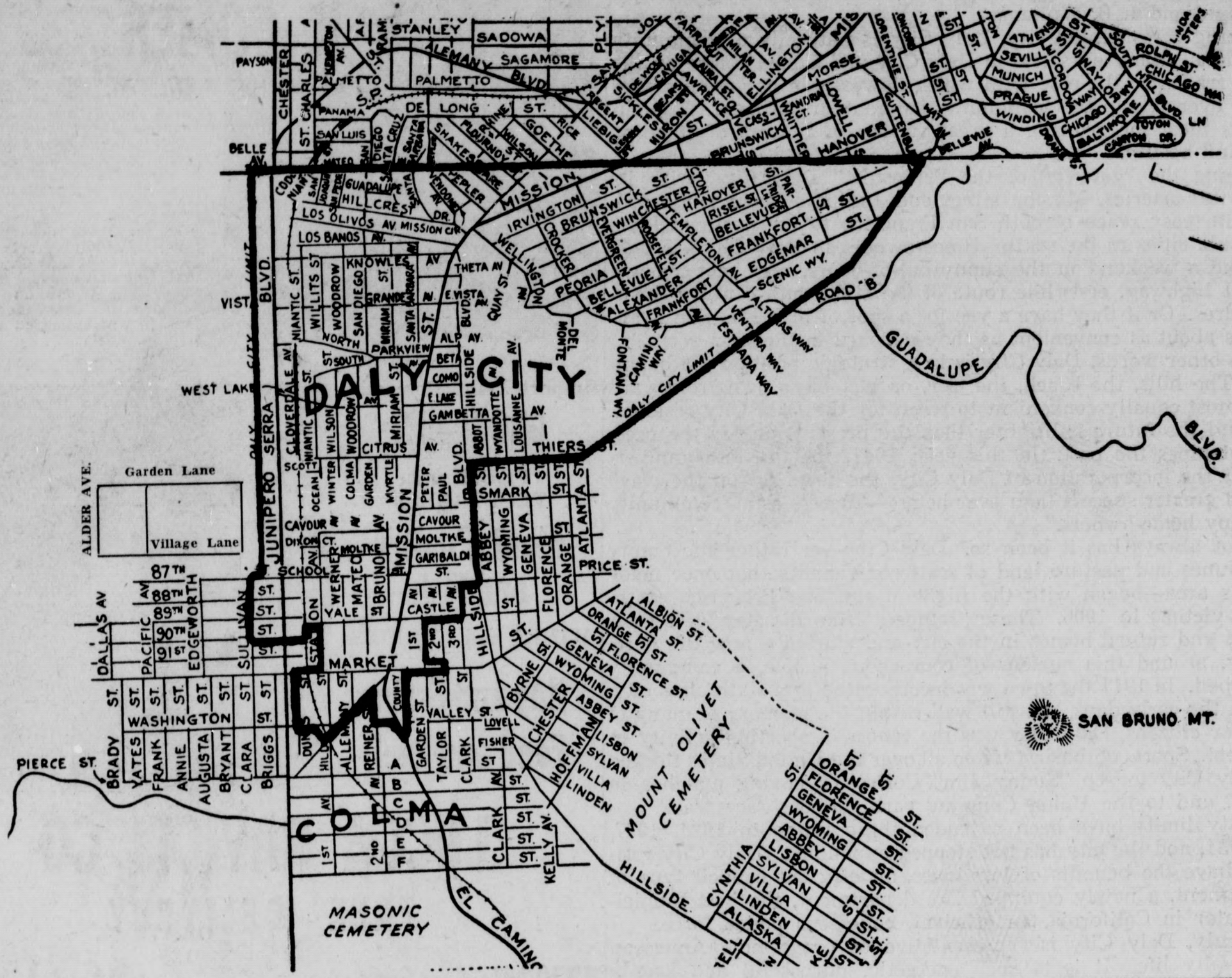

Joseph Ragni, contractor, was building houses in Daly City before there were streets here! And he's still putting up fine homes in Daly City.

Altogether he has built more than a score of homes here. In 1940 he constructed the Italian-American Social club, just across the line in San Francisco, at a cost of $35,000.

He specializes in residences of the bungalow type. If you are interested in alterations or in building a new home, see Joseph Ragni, contractor.

JOSEPH RAGNI
CONTRACTOR
134 Acton Street RAndolph 0618

# Map of Daly City and Environs


DALY CITY
COLMA
MISSION
MARKET
HILLSIDE BLVD.
GUADALUPE BLVD.
ROAD "B"
SCENIC WY.
EL CAMINO
MASONIC CEMETERY
MOUNT OLIVET CEMETERY
SAN BRUNO MT.
Garden Lane
Village Lane
ALDER AVE.
DALY CITY LIMIT
WEST LAKE
VISTA
PIERCE ST.
PRICE ST.
THIERS ST.
BELLE AV.
PAYSON
PALMETTO
PANAMA
DE LONG ST.
STANLEY
SADOWA
ALEMANY BLVD.
SAGAMORE
GOETHE
RICE
SNAKES
LOS OLIVOS AV
LOS BANOS AV.
GUADALUPE
HILLCREST
KNOWLES
WOODROW
SAN DIEGO
GRANDE
NORTH PARKVIEW
SOUTH
THETA AV
E. VISTA
QUAY ST
BETA
COMO
E. LANE
GAMBETTA
CAVOUR
MOLTKE
GARIBALDI ST.
CASTLE
SCHOOL
MARKET
WASHINGTON
VALLEY
LOVELL
FISHER
CLARK
KELLY AV.
1ST
2ND
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E
F
IRVINGTON ST.
BRUNSWICK ST.
WINCHESTER
CROCKER
EVERGREEN
PEORIA
BELLEVUE
ALEXANDER
FRANKFORT
WELLINGTON
TEMPLETON
ROOSEVELT
HANOVER
RISEL ST.
BELLEVUE
FRANKFORT
N. EDGEMAR
ALTAMONT
VENTANA WAY
ESTRADA WAY
FONTANA WY.
CAMINO WAY
DEL MONTE
SAN LUIS
SANTA BARBARA
SANTA CRUZ
SANTA ANA
SAN JOAQUIN
SAN PEDRO
SAN MATEO
SAN BENITO
SAN MARCOS
SAN JUAN
SAN FERNANDO
SAN CARLOS
SAN LEANDRO
SAN RAMON
SAN MIGUEL
SAN PABLO
SAN DIEGO
SAN LUIS
SAN BRUN

## WHEN YOU WISH TO PLAY - - -

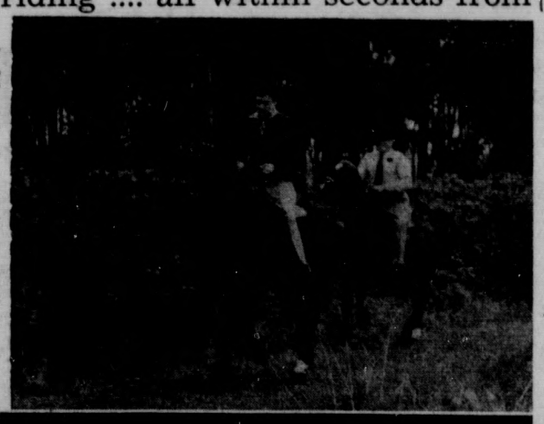
Thanks to a mild, stimulating climate, sports invite you the year around. Golf, tennis, swimming, riding .... all within seconds from your Daly City home.

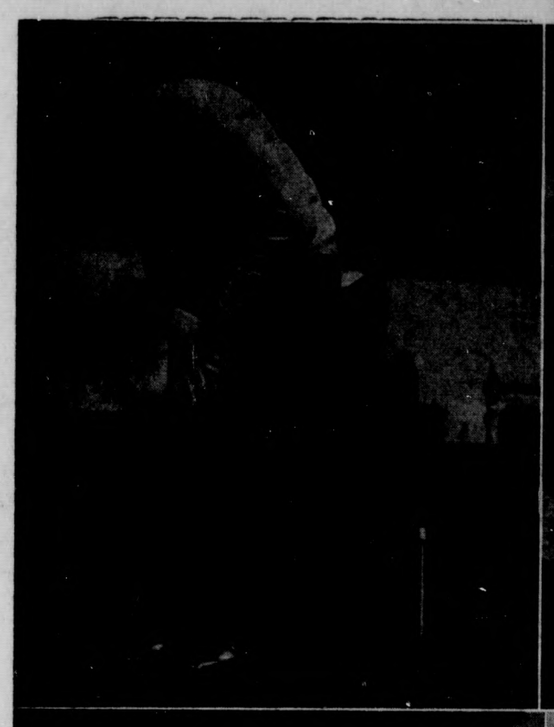
Beautiful Tanforan, just below Daly City, offers some of the most thrilling horse racing in the nation.

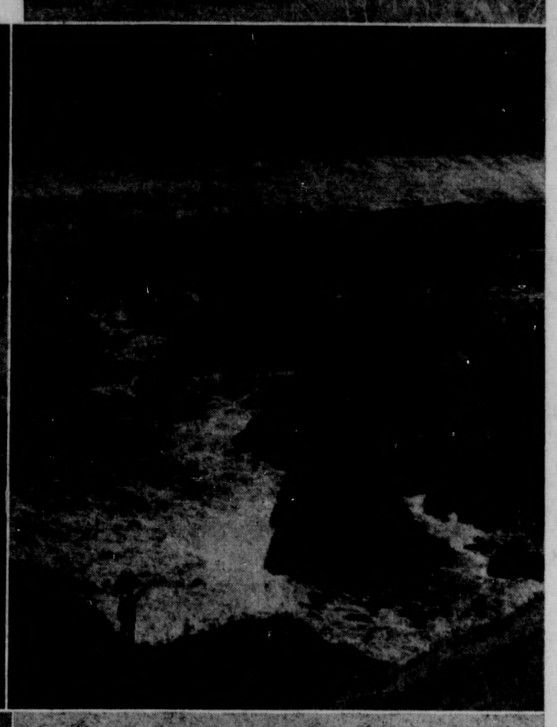
Off to the beach!—is there a more exhilirating destination? Thornton beach is right at Daly City's doorsill.

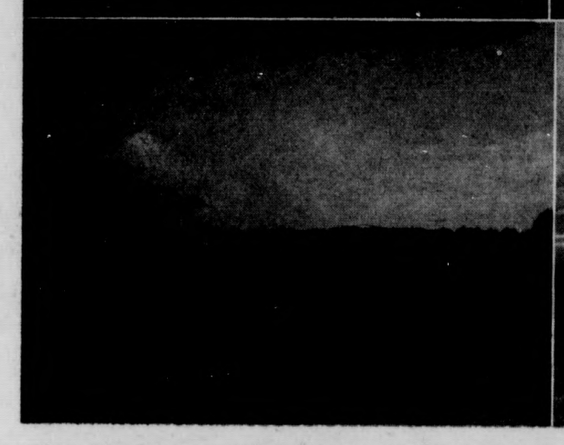
Or maybe you go skeet-shooting. Lake Merced's your destination.

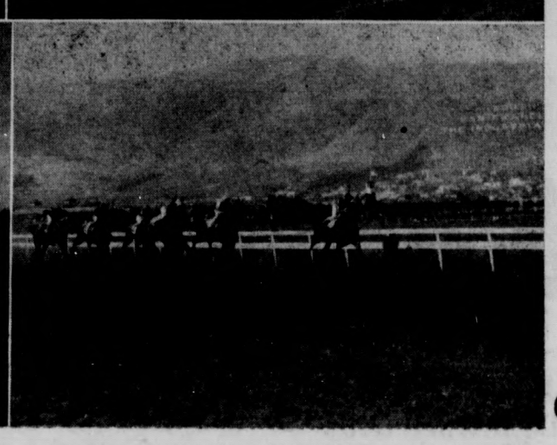
Daly City and Colma Riding stables offer excellent horses. You can explore the San Bruno mountains, follow peaceful bridle paths around Lake Merced, or strike off down the coast, high above the breakers.











RAndolph 9294

# L. H. COMER
## Hardwood Floor Contractor

**Old Floors Resurfaced and Refinished**

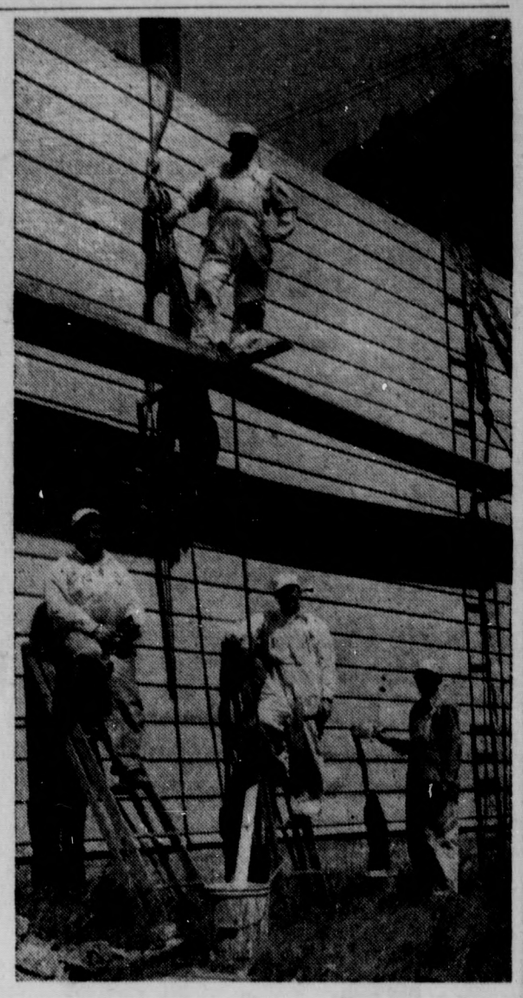
**Residence: 159 Santa Cruz Avenue**

### Work of Moe Plansky Can Be Seen Everywhere

When you pass the Daly City Medical center or the Daly City library, or the Lincoln playground, you can see the work of Moe Plansky, painter, decorator, and paper hanger. He has done the jobs at each of these places—and many more.

Moe Plansky, 61 Los Banos avenue, started business in 1937. Phone RAnd. 3015 and Plansky will make a free estimate on your job.

For tasteful, attractive painting and wall-paper hanging, see Moe Plansky. Remember, nothing improves the appearance of the interior or exterior of a home more than skillful painting and decorating.



# MOE PLANSKY

**PAINTING - DECORATING**

**61 Los Banos Avenue** **RAndolph 0125** **RAndolph 3015**

# DEPENDABLE FURNITURE and MATTRESS CO.

**6622 Mission St. - Phone DElaware 8003**
**Roy and Delta Patton, Props.**
**All Merchandise and Work Guaranteed**

**If you toss and turn and can't sleep at night, 10 to 1 it's your mattress!**

**Why don't you have it rebuilt by Dependable Mattress? Reasonable prices plus quality work will make your satisfaction complete, and probably make you sleep like a baby.**

**Patton has been in the mattress business for 15 years. He started in Daly City, 6622 Mission street, early this year. He also buys and sells second hand furniture.**

# MERITT ELECTRIC

**244 Hillside Blvd.** **DEl. 7817**

With building so active in Daly City, Bert Meritt's electrical business really deserves the name of "busy."

Meritt, who has recently moved his office to 244 Hillside boulevard, is now devoting the entire time of his firm to electrical contracting. Among the home builders he does electrical work for are Paul A. Wolter jr, R. C. MacArthur, G. Ragni, and J. F. Millett jr.

He is making the installations in the new group of houses being built on Hillside boulevard. He started in business in Daly City in 1935.

He is doing electrical work on 300 defense homes in Richmond, and changing the wiring system at Tanforan Race Track.

# NATIVE SON FLORIST

**Louis Gregoire & A. Arata, Props.**

## Floral Designs - Funeral Work

**Holy Cross Cemetery** **RAnd. 0331**
**Colma, Calif.**

# Ted R. HOPMAN
# RADIO SERVICE

**27 Gambetta Ave.** **DElaware 5629**

# SCHOOL STREET NURSERY and FLORAL SHOP

**FLOWERS for ALL OCCASIONS**
**FUNERAL WORK OUR SPECIALTY**

**Bedding Plants** **Phone DEl. 0981**
**213 School Street** **Daly City**

# GIVE YOUR HOME

**An "outside and inside" painting this fall, before winter's rigors begin to have their effect.**

**This is the advice of George Lagomarsino, painter and decorator, 87th street and Sullivan avenue, Colma.**

**He has been in this business since 1926. His original site of business was across the street, but when the highway was widened he expanded and moved to his present site.**

★

# GEORGE LAGOMARSINO

**RAndolph 2085**

**87th Street and Sullivan Avenue** **Colma, Calif.**

# "P. C. A." Is Proud to Take Part in the Progress of Daly City!

ROCK
—
SAND
—
GRAVEL
—
Transit-Mixed
CONCRETE

General
BUILDING
MATERIAL
—
FIR-TEX
—
PABCO
Roofing
Products

## Pacific Coast Aggregates, Inc.

JUNIPERO SERRA BOULEVARD at SCHOOL STREET
Telephone DElaware 3438

A WORD TO THE WIVES:
Mission Dairy Products Make
Home Cooking Even Better!

## WISE COOKS USE MISSION MILK

Daly City housewives have long known the value of rich Mission Milk in cooking and baking. That's why recipes that call for milk turn out better when Mission Milk is used. Mission Milk is richer, has a greater cream content than State Laws demand. And the price is no higher! Order Mission Milk delivered to your door every morning.

**Phone DElaware 5631**

You Can Do It Better with Mission Dairy Products

### DRINK MILK WITH AFTERNOON SNACKS

Milk helps you solve the problem of how to satisfy between-meal appetites. Children and adults often need additional food energy yet do not feel like eating big meals, so the best thing to do is to have an extra bottle or so of Mission milk around the house.

IT IS ALWAYS REFRESHING AND YOU CAN'T DRINK TOO MUCH OF IT

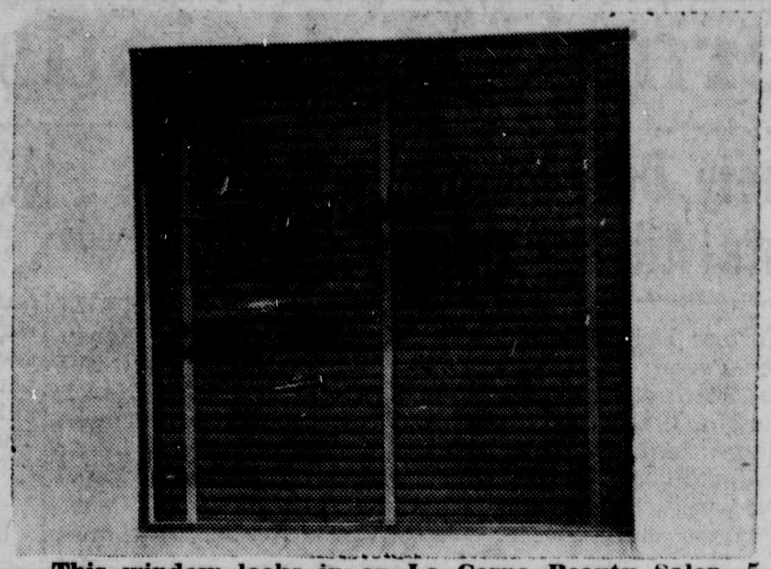
### DEFEND NATIONAL HEALTH WITH MILK

In these days of booming industrial production we need to guard against the fatigue that may result from overwork. A well-balanced diet, containing plenty of Mission milk, is your best safeguard.

MISSION CREAMERY

6235 MISSION STREET DElaware 5631

Attractive interior of Cut 'N Kurl Beauty Salon, 6654 Mission street. Proprietor is Mrs. Jennie Borelli.



This window looks in on La Cerna Beauty Salon, 5 Wellington avenue, where dozens of women go regularly for beauty shop service.

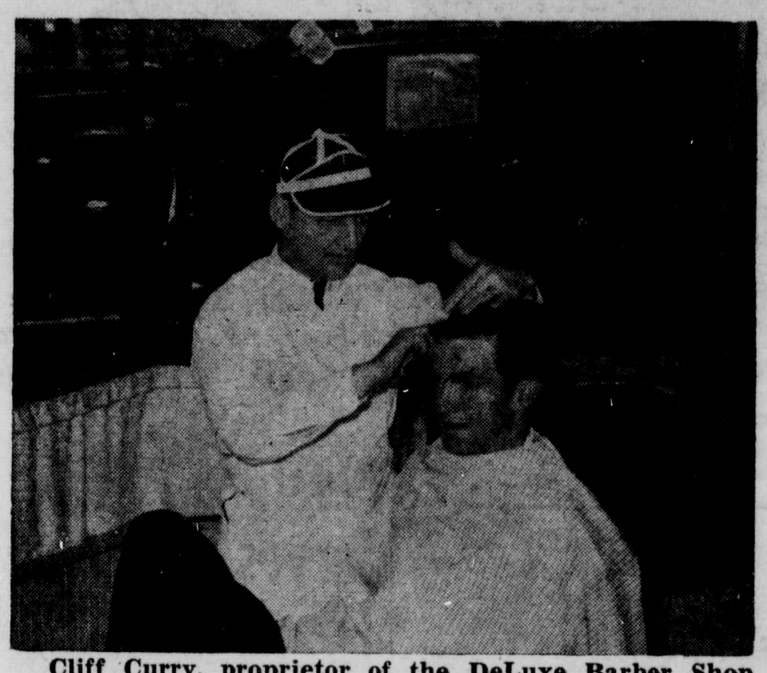
# LADIES!

## Here's An Invitation

It's an invitation to be beautiful, and it's extended by the Templeton Beauty Salon. Proprietor is young, attractive Rita Bain, formerly Rita Skov, who started in the beauty business in 1933, after attending the Dolores Fremier beauty school in San Francisco.

Rita started early with her interest in how to improve one's appearance. She fixed her friends' hair in high school—Jefferson Union—and was encouraged by them to take advantage of her talent.

Rita, whose shop is located at 71 Templeton avenue, has won high honors in beauty school and received honorable mention from Burton Skiles and Eric of Hollywood, two famous hair stylists. She was associated with the Coiffure Guild of San Francisco.



Cliff Curry, proprietor of the DeLuxe Barber Shop, 6371 Mission street, is shown here in a characteristic business attitude.

Above is George Henry, barber at 13 Hillcrest drive, his assistant and a group of customers. He has been in business here 22 years.

**Everything to Make You Beautiful Is Available Here!**

- Permanents
- Finger Waves
- Hair Styling
- Manicuring
- Many Other Services

**CUT 'N KURL BEAUTY SALON**

6654 Mission RAnd. 0292

**Phone RAnd. 8227**

**For Appointment**

**DALY CITY BEAUTY SALON**

Permanent Waving

MISS J. BOSCHI

6315 Mission Daly City

**TEMPLETON**

**BEAUTY SALON**

71 Templeton RAnd. 3388

**We Specialize In**
**HAIR STYLING**
and
**Permanent Waving**
And are prepared to give fine quality Beauty Services of All Kinds

**MAY SWAN'S BEAUTY SALON**

11 Hillcrest Dr. DEl. 7356

**OPEN EVENINGS**
**Wednesdays & Fridays**

•

**RAndolph 9925**
Expert Permanent Waving and Hair Styling

**COLMA BEAUTY SALON**

7367 Mission Daly City

FOR QUALITY

BEAUTY PARLOR SERVICE

PHONE

**RAndolph 3713**

**MRS. G. GEHRINGER**

6396 Mission St.

La Cerna Beauty Salon makes it easy—and inexpensive too—for you to be charming and attractive

**Specializing in Permanent Waves and Hair Tinting**

**Come In Today**

**LA CERNA BEAUTY SALON**

5 Wellington Ave. DEl. 0868

**Near City Hall**

**CLIFF CURRY**

**DELUXE BARBER SHOP**

6371 MISSION STREET

**GEORGE HENRY**

13 HILLCREST DRIVE

**Ladies' and Children's Hair Cutting—**

**JESSE'S**

**TONSORIAL PARLOR**

6303 MISSION

DALY CITY
BARBERS
OFFER
EXPERT SERVICE
FOR THE
ENTIRE FAMILY

**LEO'S BARBER SHOP**

6205 MISSION

Near Crocker Ave.

**LOUIS' BARBER SHOP**

34 HILLCREST DRIVE

Louis Ruggeri, Prop. Daly City, Calif.

**Pagni's Bar and Billiards Next Door—**

**TOM PAGNI**

BARBER SHOP

7335 Mission St.

# Social, Fraternal, Religious Activities Here

## Whether You're Nine or Ninety, Daly City Organizations Have Important Social, Cultural Advantages to Offer You

Daly City is a friendly community and one which likes plenty of activity. Indicative of this is the fact that there are more than seventy civic, fraternal and social organizations here. The groups represent all types of interest—some are fraternal, some are patriotic, some are primarily service, such as the fire companies, some are welfare groups, and some are purely social.

All ages take part in this gregarious program. Girl scouts and boy scouts, and youth groups, sponsored by several of the patriotic groups, early give opportunity for children to take part in community life.

A casual glance at the activity calendar published each week by The Daly City Record indicates that there are few dull moments of any day for the organizations. Business meetings, public whists, social events—something is always "doing."

Most of Daly City's clubs and organizations are listed on the page opposite in the paid organizational directory. The remaining local organizations are as follows: Alethian Bible class; Bethel No. 26, Order of Job's Daughters; Boy Scouts of America, Troop No. 148; Catholic Ladies Aid Society, Branch 59; Crocker Lodge No. 454, F. & A. M.; Daly City Fire department, Companies Nos. 1, 2, 3, 4, 5, and 6; Daly City Squadron No. 410, Sons of the American Legion; District Boy Scout Forum; Drifters club; Junior Game Patrol; Ko-Kets-Klub; Knit 'N Stitch club; Ladies Auxiliary, Co. No. 1, D. C. F. D.; Ladies Auxiliary, Co. No. 2, D. C. F. D.; Ladies auxiliary, Co. No. 4, D. C. F. D.; Ladies Home Club of Colma; Penguin club; Peninsula Cinema club; Rickey Roamerettes; Rosalyn's Patriots; The Saints; Sea Scouts, Ship No. 1; Stardusters; Tigerettes; Veteran Firemen's association; Vista Grande Camp No. 6035, Royal Neighbors of America; Vista Grande Circle No. 253, Foresters.

## THIS COMMUNITY HAS SIX CHURCHES TO SERVE SPIRITUAL NEEDS OF RESIDENTS

Daly City and Colma people have available in their own community six churches, representing a wide range of religious creeds. All six play an important part in the lives of their congregations. All welcome visitors. They are:

**Our Lady of Perpetual Help Church**
60 Wellington - RAnd. 10462
Pastor: Reverend Father James Bergin
Assistants: Father Thomas Phelan and Father Adrian McKenna

**Grace Church of the Nazarene**
Santa Barbara and Vista Grande
Pastor: Reverend N. M. Lewis
RAnd. 7080

**Grace Presbyterian Church**
Corner of Hanover and Evergreen
DEl. 8557
Pastor: Reverend Lionel F. Brown
ELk. 3132

**Gospel Tabernacle of the Assembly of God**
6500 Mission
Pastor: William Hayes, ELk. 1443

**Congregation B'nai Israel**
67 Los Banos
President: Bernath Kraus
DEl. 5359

**Holy Angels Church**
San Pedro Avenue, Colma
Pastor: Reverend Father James Sorasio, DEl. 0473

### DALY CITY-COLMA LIONS CLUB

Organized less than a year ago, Daly City-Colma Lions club already plays an important part in local community life.

Officers of this service club are: Dale A. Hovey, president; J. J. Fahey sr., first vice-president; Elton McGraw, second vice-president; John Newton, third vice-president; R. L. Crane jr., secretary; John Ferrari, treasurer; Joe Firpo, lion tamer; A. M. Harrison, tail twister; Dr. W. J. Lantheaume, Dr. Ivan T. Budaeff, Bert Meritt, and William J. Sweeney, board of directors.

Pictured here after a recent luncheon meeting at Colonial Cafe are: (sitting left to right) R. L. Crane jr., A. M. Harrison, J. J. Fahey sr., and Andrew Vireno sr.; (standing left to right) Peter Ciemoli, Lee Jorgensen, Elton McGraw, Bert Meritt, Dr. J. C. McGovern, Dr. William J. Lantheaume, Robert Fessenden, H. H. Smith jr., Paul A. Wolter jr., Ric Bollentini, John Newton, F. Erickson, Joe Firpo, G. T. Edwards, Atillio Ghiotti, Albert H. Boynton, Peter J. Markovich, Wayne Kintner (guest), and Glenn Baker (guest).

Total Lion membership is 44.

## Daly City Band Wins Many Honors

Daly City has a band of which it may well be proud. The smart, fifty-piece unit has twice been chosen official band for the Napa county fair. During the Exposition on Treasure Island in 1939 and 1940, it made frequent appearances. Naturally, it played a major part during Daly City Day at the fair. It is often asked to march in mammoth San Francisco parades.

During the year, it usually presents several concerts for Daly City people. It plays for hometown celebrations such as the park dedication, Memorial Day exercises, and other fraternal and patriotic events.

**Conductor George E. Brenner**

Conductor is George E. Brenner, 499 Knowles avenue. Under his direction, the band meets for practise once each week.

With only eight charter members, the Daly City Band had its inception in 1930 under the auspices of the Colma Vista Grande Aerie, F. O. E. As rehearsals got under way, the membership rapidly expanded until a good representation and instrumentation were available. For two years demands for the services of the band continued to grow, until the Eagles in conjunction with band officials, decided that the organization should be turned over to the city and rechristened the "Daly City Band."

Since then the Daly City Band has developed into one of the finest organizations of its kind on the Peninsula. Remarkable is the fact that in all these years no member has ever received any personal compensation for his services.

## Names, Addresses Of Local Halls

Daly City and Colma organizations hold their meetings in this community's various public buildings and halls. By far the most imposing of these public meeting places is Masonic Temple on Hillcrest Drive.

A list of public halls includes:

**Colma Community Center**
Dunk Street, Colma

**Colombo Hall**
San Pedro Road, Colma

**Eagles Hall**
6276 Mission Street

**Legion Hall**
474 San Diego Avenue

**Little Italy Hall**
6229-A Mission Street

**Masonic Temple**
17 Hillcrest Drive

In addition to the fire companies themselves, a number of groups are accommodated by the city's firehouses. These are:

**Company No. 1 Firehouse**
188 Santa Barbara Avenue

**Company No. 2 Firehouse**
Vista Grande and San Diego Aves.

**Company No. 3 Firehouse**
Westlake Avenue, near Mission

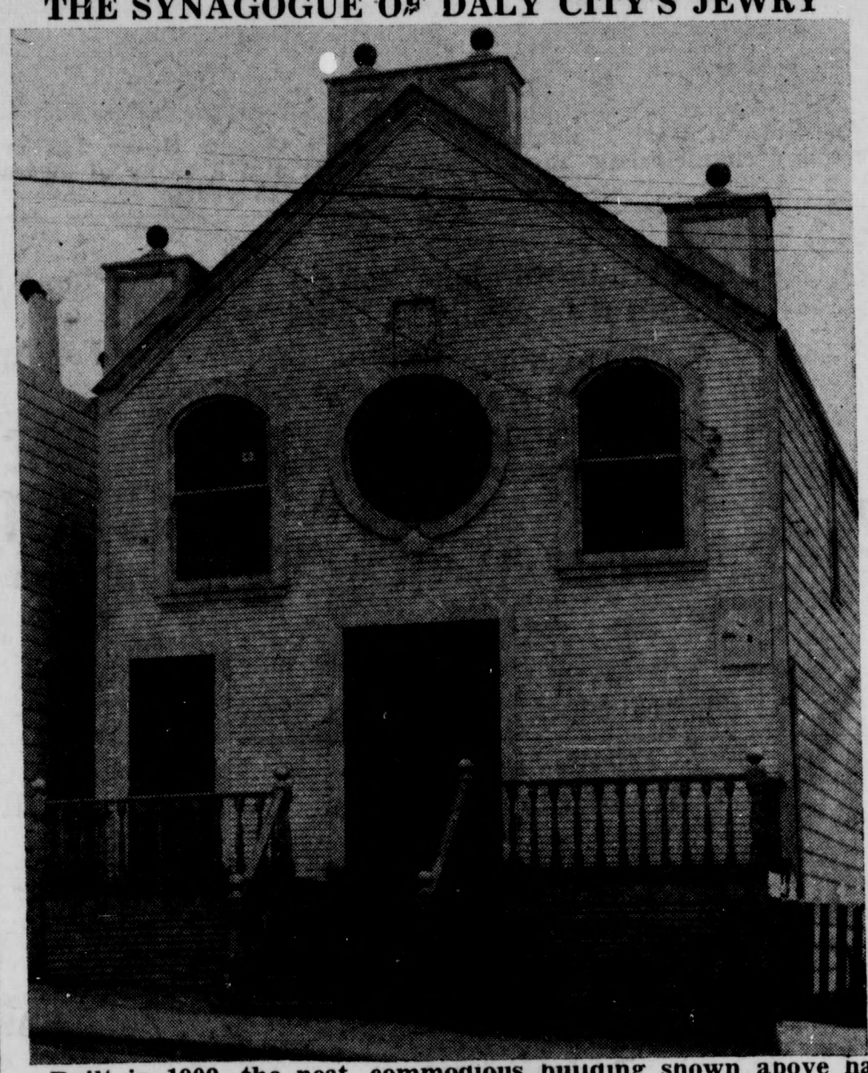
**Company No. 4 Firehouse**
238 Peoria Street

**Company No. 5 Firehouse**
335 Bellevue Avenue

**Company No. 6 Firehouse**
Werner and Market Streets

The Recreation office at 101 Parkview avenue, the district grammar schools, and Jefferson Union high school also serve as the scene of many organizational meetings.

### THE SYNAGOGUE OF DALY CITY'S JEWRY



**Built in 1909, the neat, commodious building shown above has been the center of religious and social activities for Daly City's Jewry. Here both B'nai Israel and the Daughters of Israel meet. Address of the synagogue is 67 Los Banos avenue.**

### B'nai Israel

Congregation B'nai Israel was incorporated June 21, 1909, although a formal charter was not issued until October 30, 1923. At that time charter members included K. Barsky, Jack Pearlman, A. Levin, L. Ross, S. Plansky, J. Brackman, M. Berman, J. Gottfried, Jack Barneth, J. Eisenberg, M. Herskowitz, B. Silver, M. Cantor, and M. Wolf.

Present officials of B'nai Israel are B. Kraus, president; J. Meyers, vice-president; B. Silver, secretary; A. Levin, treasurer; J. Eisenberg, S. Plansky and M. Herskowitz, trustees.

The group meets the last Thursday evening of each month at 8 p. m. In addition, holy services are held on all religious holidays. Both social and religious events are scheduled for the men of the synagogue.

In 1924 Congregation B'nai Israel won recognition throughout the entire Bay area for dedicating a Talmud Torah, proclaimed the best of its kind in the San Francisco region. At that time M. Menuhin, father of famous violinist, Yehudi Menuhin, was superintendent of the Jewish Educational society.

### Daughters of Israel

Daughters of Israel, the women's organization of Congregation B'nai Israel, originated in 1909. Since that time it has played an important part in the social and charitable history of the synagogue. First president of the group was Mrs. Mary Glasser.

Present officers are Mrs. Helen Benjamin, president; Mrs. Sue Plansky, vice-president; Mrs. Marian Plansky, secretary; Mrs. Fannie Kanter, treasurer; Mrs. Jennie Markinson, counsellor; Mrs. Mary Dobbs, conductress; Mrs. Leah Hershel, guardian; Mrs. Anne Rosenthal, Mrs. Rose Lipman, and Mrs. Alice Blumenfeld, trustees.

The group meets the second Wednesday of each month at 1:30 p. m. and the fourth Thursday of each month at 8 p. m. A public whist is sponsored on the third Thursday, 8:30 p. m. at 67 Los Banos avenue.

On the first Tuesday of each month the group convenes for sewing. Funds from the social events go toward the charitable work of the group.

## Pershing P.-T.A. Serves Children

The role of the parent-teacher organization in each neighborhood is an important one. An active, energetic P.-T.A. is able to improve the welfare of all children in the school. Through its activity program, including hot lunches and similar services, and through its social program, youngsters are given a more normal life, whatever their economic status.

Since its organization in 1928, General Pershing P.-T.A. has ever worked toward the ideal of making the best contribution possible to the children who attend General Pershing school. During Mrs. Maisie Boyle's term as president, the group launched the school cafeteria. Each year they serve more than 4,000 lunches, 250 of them free, to the children. The hot lunch program is in operation for four months of the year, with members of the unit donating their time to plan and serve the meals.

Nor is the social life of the child forgotten. With Mrs. Ann Eason as chairman, supervised play has been a constant project of the group. They have worked for a summer vacation program each year. Numerous parties for the children are arranged, including Easter and Christmas events, graduation party, year-end party and a party for the class which has the largest number of parents present at annual Fathers Night.

The group raises funds each year to sponsor children at the WPA summer camp. Four times they have contributed toward the life membership scholarship fund of the county. Past presidents honored with life memberships have been Mrs. Boyle, Mrs. Eason, Mrs. M. Woodside and Mrs. S. Welsh.

Each school year finds the unit supplying funds for glasses, shoes and clothing for needy children.

In order to raise funds for its child welfare program, General Pershing P.-T.A. sponsors whists, sales and an annual bazaar. To prepare hand-made objects for the bazaar, the sewing group of the unit meets one day each week at the school, 631 Hanover street.

All women who have children attending General Pershing school or who are interested in community service are invited to join the unit. It holds its regular business session on the first Tuesday afternoon of each month, at 2 p. m. at the school.

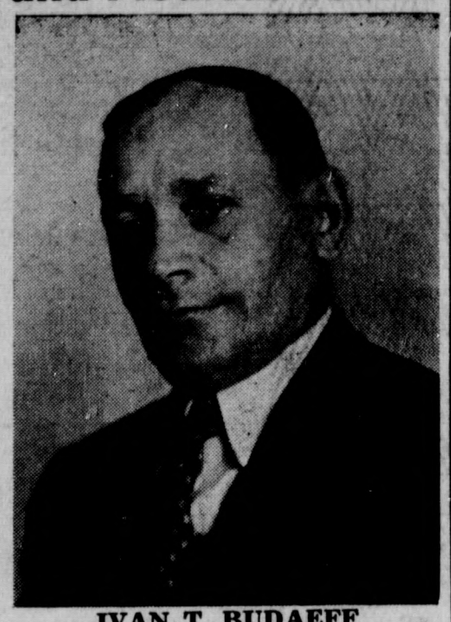
Women who have served the unit as president since its inception include: Mrs. L. Fletcher, Mrs. M. Boyle, Mrs. M. Urton, Mrs. A. Eason, Mrs. B. Gimov, Mrs. M. Woodside, Mrs. S. Welsh, Mrs. R. Gardella, Mrs. I. Marquis, and Mrs. V. Davidson.

| Name of Organization | Date Organized | Contact Officer | Meeting Place |
|---|---|---|---|
| **B'nai Israel** | June 21, 1909 | Secretary: B. Silver, 119 Hillcrest Drive, Daly City, Phone RAndolph 3069 | 67 Los Banos Avenue |
| **Boy Scouts of America, Troop & Explorers, No. 101** | Troop, January 31, 1936 Explorers, January 31, 1940 | Scoutmaster: Frank Coughlin, 443 Irvington St., Daly City, Ph. DElaware 7929 | Troop, Parish School Explorers, 443 Irvington Street |
| **Boy Scouts of America, Cub Pack No. 101** | January 31, 1939 | Cubmaster: L. Ryan, 59 Wilson Street, Daly City, Phone DElaware 7929 | 408 Winchester Street |
| **Boy Scouts of America, Cubbies, Cub Pack & Troop No. 141** | Cubbies, December 3, 1940; Cubs, November 30, 1935; Scouts, May 6, 1935. | Activities Director: Joseph Straughan, 25 Los Banos Avenue, Phone ELkridge 3335 | Grace Church of the Nazarene |
| **Boy Scouts of America, Troop No. 149** | Reorganized, 1932 | Scoutmaster: Joseph Lorenzo, 644 Hanover Street, Daly City, Phone RAndolph 8678 | No. 5 Firehouse |
| **Boy Scouts of America, Cub Pack No. 149** | Reorganized, 1932 | Cubmaster: John C. Kinsey, 463 Irvington Street, Daly City, Phone DElaware 5529 | No. 5 Firehouse |
| **California True Blue Loyal Orange Lodge, No. 118** | Founded in Daly City, 1875 | Worthy Master: William Cornwall, 23 Willits St., Daly City, PhoneDElaware 6464 | Masonic Temple |
| **Capistrano Council No. 2712, Knights of Columbus** | March 17, 1929 | Financial Secretary: James W. Cannon, 165 Southwood Dr., S. F., Ph. RAndolph 0981 | |
| **Colma Parents-Teachers Association** | November, 1932 | Secretary: Mrs. Dorothy Remington, 381 Oriente Street, Bayshore, Ph. RAndolph 9292 | Jefferson Annex |
| **Colma Vista Grande Aerie, No. 1848, Fraternal Order of Eagles** | February 6, 1909 | Secretary: William Bolger, 43 Risel Street, Daly City, RAndolph 5386 | Eagles Hall |
| **Court St. Mary No. 1155, Catholic Daughters of America** | July 13, 1930 | Historian: Mrs. Evelyn A. Weckerle, 130 Vista Grande Avenue, Daly City, Phone RAndolph 5289 | Masonic Temple |
| **Crocker Chapter No. 382, Order of the Eastern Star** | September 9, 1921 | Secretary: Mrs. Isabella Malone, 238 Grattan St., San Francisco, Ph. SEabright 1014 | Masonic Temple |
| **Crocker Parents-Teachers Association** | February, 1929 | President: Mrs. Olga Bordson, 614 Templeton Ave., Daly City, Ph. DElaware 5861 | Crocker School |
| **Cypress Circle No. 14, United Ancient Order of Druids** | 1901 | Recording Secretary: Mrs. Mary Fellman, 210 Bismark St., Colma, Ph. DElaware 2700 | Colombo Hall |
| **Daly City Bethel No. 68, Order of Job's Daughters** | Chartered, 1928 | Guardian: Mrs. Mildred Price, 211 F St., Colma, Ph. DElaware 0378 | Masonic Temple |
| **Daly City Central Girl Scout Committee** | February 23, 1939 | Secretary: Mrs. Evelyn Mosman, 232 Hillcrest Dr., Daly City, Ph. ELkridge 1571 | 101 Parkview Avenue |
| **Daly City-Colma Lions Club** | Chartered May 6, 1941 | Secretary: R. L. Crane Jr., 140 Woodrow Street, Daly City, Phone RAndolph 6479 | Ric's Place or Colonial Cafe |
| **Daly City Post No. 410, American Legion** | March 3, 1930 | Adjutant: Peter J. Becker Jr., 824 Templeton Avenue, Daly City, Ph. DElaware 6251 | Legion Hall |
| **Daly City Rod and Gun Club** | January, 1934 | Secretary: Howard A. McMullin, 191 Fairmont Street, San Francisco, Phone MIssion 6521 | 5646 Mission Street |
| **Daly City Unit No. 410, American Legion Auxiliary** | March, 1931 | Secretary: Mrs. Margaret Kenney, 1028 Noe Street, San Francisco, Ph. MIssion 2397 | Legion Hall |
| **Daughters of Israel** | June 21, 1909 | Secretary: Mrs. Marian Plansky, 241 Hillcrest Drive, Daly City, Ph. DElaware 6849 | 67 Los Banos Avenue |
| **Daughters Unit, Old Glory Auxiliary No. 2044, Veterans of Foreign Wars of U. S.** | June 26, 1936 | President: Miss Phoebe Remington, 381 Oriente Street, San Francisco, Phone RAndolph 9292 | No. 1 Firehouse |
| **El Carmelo Parlor No. 181, Native Daughters of the Golden West** | February 26, 1910 At Colma | Secretary: Mrs. T. R. Kelly, 1179 Brunswick Street, Daly City, Phone RAndolph 4622 | Masonic Temple |
| **El Carmelo Parlor No. 256, Native Sons of the Golden West** | February 24, 1911 | Secretary: Ernest L. Micco, 639 Morse Street, S. F., Phone RAndolph 1729 | Colombo Hall |
| **General Pershing Parents-Teachers Association** | 1928 | First Vice-President: Mrs. Ruth Canier, 35 Risel Street, Phone DElaware 0312 | General Pershing School, 631 Hanover Street |
| **Hillcrest Circle No. 143, United Ancient Order of Druids** | April 26, 1929 | Recording Secretary: Mrs. Grace Hill, 127 Templeton Avenue, Daly City, Phone RAndolph 3349 | Masonic Temple |
| **Italian-American Citizens Club of Daly City and Colma** | October, 1932 | President: R. L. Ariani, Hearst Building, San Francisco, Phone YUkon 1965 | Little Italy Hall |
| **Jefferson Union High School Parents-Teachers Association** | Fall, 1925 | Recording Secretary: Mrs. Susie Sanders, 351 San Diego Avenue, Daly City, Phone DElaware 5519 | Jefferson Union High School |
| **Old Glory Auxiliary No. 2044, Veterans of Foreign Wars of the United States** | March 13, 1931 | Secretary: Mrs. Ethel Dorn, 2 Risel Street, Daly City, Phone DElaware 1984 | Little Italy Hall |
| **Old Glory Post No. 2044, Veterans of Foreign Wars of the United States** | March 13, 1931 | Commander: P. M. Sunseri, 340 Peninsula Avenue, San Francisco, Phone ELkridge 3394 | Eagles Hall |
| **Women's Civic Club** | 1931 | Secretary: Mrs. Margaret Fields, 68 Risel Street, Daly City, Phone DElaware 1414 | Different Homes |
| **Woodrow Wilson Parents-Teachers Association** | 1923 | Recording Secretary: Mrs. Lillian Thomey, 343 Willits Street, Daly City, Phone ELkridge 1357 | Woodrow Wilson School |

# Doctors Who Have Offices at the Dental and Medical Center

WILLIAM J. LANTHEAUME
Dentist

J. C. McGOVERN
Dentist



IVAN T. BUDAEFF
Physician and Surgeon

**Above is one of Daly City's finest buildings, located at 6387 Mission street. Constructed in 1937 by Mr. and Mrs. C. F. Uomini, the building houses residential quarters for the Uominis; doctor's offices for Mrs. Uomini, who carries on a large medical practice here under the professional name of Dr. A. A. Shaghoian; and the first floor is devoted to the Metropolitan Furniture and Appliance company show rooms. Dr. Shaghoian has been serving this community for the past ten years.**

## Dr. Herbert E. Grieb
## Dentist in Milo Bldg.

Dr. Herbert E. Grieb, local dentist, maintains offices in the Milo building, 6315 Mission street.

Dr. Grieb is a native son, born in San Francisco. After graduating from Lowell high school and Stanford University, College of Physicians and Surgeons, class of '18, he served in the United States Army dental corps.

In 1919 Dr. Grieb, associated with Dr. William B. Hassler, opened the first San Francisco clinic for children. He then maintained offices in the Flood building, and later moved to 450 Sutter. In 1940 Dr. Grieb came to Daly City and took over the practice of Dr. F. P. Callsen.

Dr. Grieb is a member of the California State, American Dental Association.

Compliments of —

**Theodore H. Paoli**
**M. D.**

•

7394 MISSION STREET

DALY CITY
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**DALE HOVEY**

438 Willits Street

ELkridge 3574

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HOURS: 2-4 and 7-8 P. M.
Except Wednesday and Sunday

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**WILLIAM C. LYNCH, M. D.**

PHYSICIAN and SURGEON

•••

101 Wellington Avenue ELkridge 3427

**DR. HERBERT E. GRIEB**

DENTIST

•

MILO BUILDING
6315 Mission St.

•

PHONE
RAndolph 0827

DALY CITY
**Dental**
and
**Medical Center**

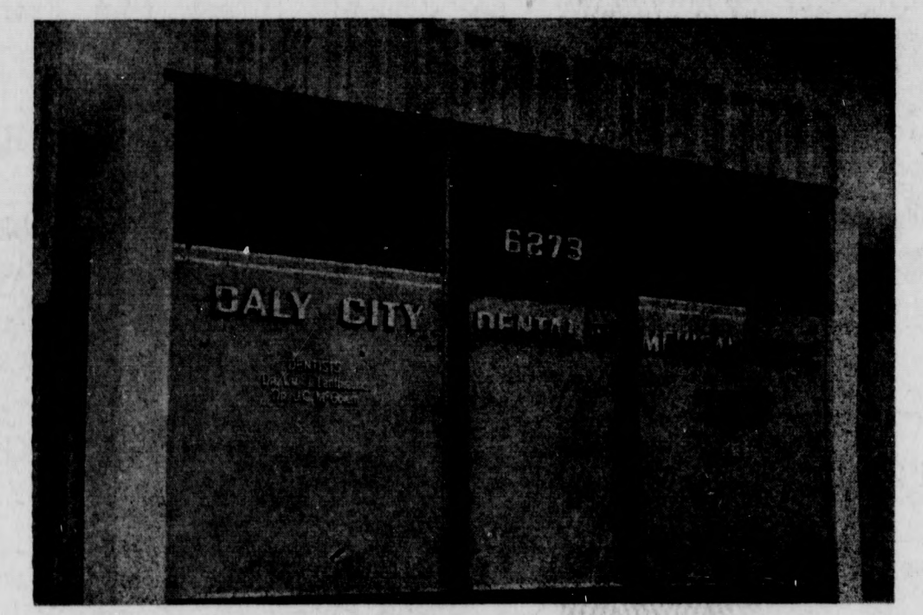
**Dr. W. J. LANTHEAUME**
Dentist
DElaware 2307

★

**Dr. Emery W. OLSEN**
Dentist
DElaware 2307

★

**Dr. J. C. McGOVERN**
Dentist
DElaware 4254




In the name of better and more efficient dental and medical care for the people of Daly City, Dr. William Lantheaume started the Daly City Dental and Medical Center in 1940.

Previous to that time Dr. Lantheaume had carried on a dental practise in Daly City since 1926.

"The move was a great success," he said, "and I am sure that the other doctors and I using the offices of The Center are able to serve Daly City more efficiently than before it was built."

Those who have offices in The Center are Ivan T. Budaeff M. D., E. P. Genochio M. D., William J. Lantheaume D. D. S., J. C. McGovern D. D. S., and Emery W. Olsen D. D. S.

**Dr. Ivan BUDAEFF**
Physician & Surgeon
RAndolph 7383

★

**Dr. E. P. GENOCHIO**
Physician & Surgeon
MIssion 0532

★

**6273 Mission Street**

# SHOP AND SAVE IN DALY CITY ----

Daly City has an amazing variety of businesses and stores.
Personalized service, dependable quality and reasonable prices are attributes of each of the more than 200 retail stores in this area.

"Save Time, Save Money, Save Carfare!"—this is the slogan of Daly City merchants, and it means economy and convenience for you.

When you live in Daly City you don't have to stir out of town to buy whatever you want!

Daly City's array of stores offer everything for good living, yet prices are reasonable. There is no need on the part of the Daly City resident to drive out of town to make his purchases. His own town is amply supplied with stores to provide for almost his every necessity and pleasure.

Daly City has big food markets and many smaller "neighborhood" grocery stores easily available to shoppers. Restaurants of high quality are numerous for those who prefer to eat out. Women have no excuse for not being attractive in Daly City, for it has many beauty shops to cater to them.

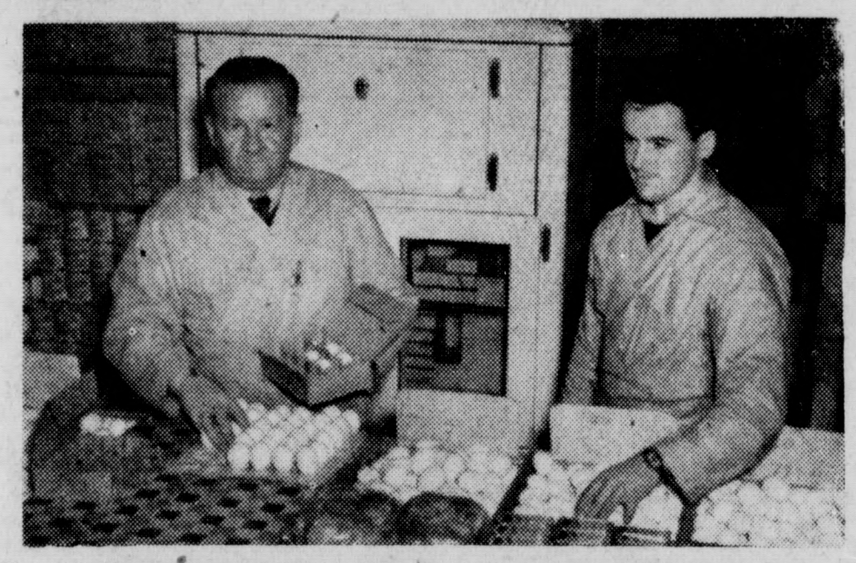
Protection is offered with two excellent hospitals, the Junipero

(Continued on Page 24)

**Fresh Eggs and Butter Every Day**
**Quality Dairy Products and Groceries**

★

These are the fine foods Alfred W. Robertson has offered Daly City housewives since 1931. Robertson is pictured here with his son who assists him in the business.



## ROBERTSON'S EGG STORE

**9 Hillcrest Drive** **Masonic Bldg.**

## "Top of the Hill" Pharmacists

It was way back in 1928 that Henry and Mary Elizabeth Mcgraw, his wife, started the McGraw Brothers Pharmacy.

It is now flourishing on the same site, 6300 Mission street, right at the "top of the hill."

Running the business now are Henry McGraw's two sons, Elton and John McGraw, prescription pharmacists, who are assisted by Richard A. Pescaro, registered pharmacist.

Not only the most reputable of druggists, but also dealers in many kinds of home accessories, the McGraw Brothers Pharmacy stands ready to serve you in hundreds of ways.

## McGRAW BROTHERS' PHARMACY

**6300 Mission Street** **RAndolph 6012**

## Dry Goods - Furnishings - Shoes

"Everything you can wear!"

This is, in a nutshell, what is carried in the shop of Elizabeth Barlesi, Colma Dry Goods store, located at 7389 Mission street.

All her stock is new, and reasonably priced. Women's dresses, children's wear, including shoes, and men's wear, are part of her stock.

Mrs. Barlesi has lived in Colma most of her life. Dress up your wardrobe with a visit to Colma Dry Goods store!

## COLMA DRY GOODS

**7389 Mission Street** **ELkridge 2792**

### Chenille Is Attractive Inexpensive, Beautiful

That attractive material of many uses, chenille, is the specialty of Grace Meacham, at her shop, Gracie's Chenille, at 6598 Mission street.

Gracie, who started in business in 1938, makes bedspreads, drapes, house coats, robes, sport jackets, and bath mats. If you desire anything of chenille of practically any shade, Gracie will make it for you, quickly and at reasonable prices.

Make your home life more lovely by using this soft, quality-material, chenille. Get in touch with Gracie. Phone RA. 3711.

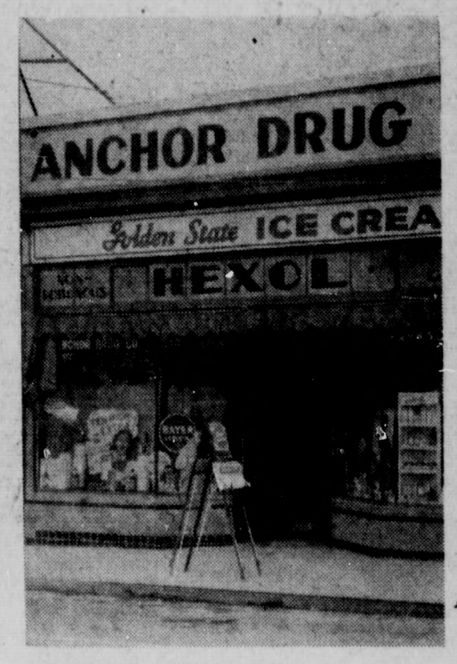
## GRACIE'S CHENILLE BED SPREADS

**Phone RAndolph 3711**

## Charlie's Radio SERVICE

**New Radios and Repairing**
—also—
**Washing Machines - Stoves**
**Refrigerators - Appliances**

**7370 Mission Street**
**DElaware 4624**



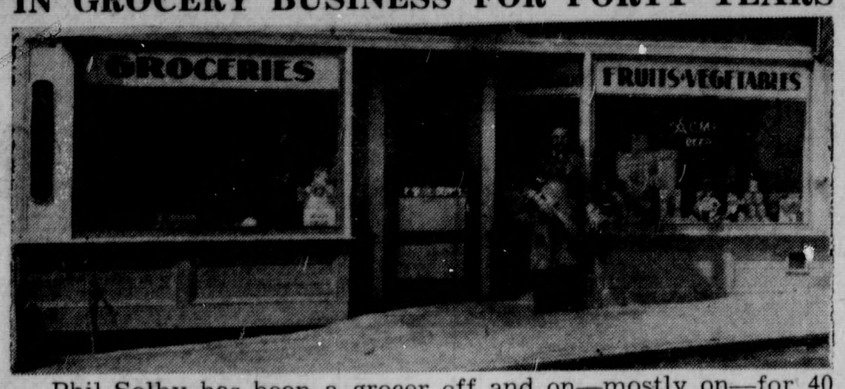

**COMPLETE SERVICE AT ANCHOR DRUG**

Anchor Drug store, at the corner of Mission and Market, is flourishing under the guidance of no less than six partners, Edward DeMatei, Earl Massoni, Clarence Bacigalupi, Emma Garibaldi, Edward Papazoni, and Fred Biagini.

The store offers not only drugs but a soda fountain, cigars, tobacco, high quality perfumes, and many other miscellaneous articles. It has a delivery service. Phone RAndolph 1717.

Anchor Drug store has been under its present ownership for five years. A. L. Garibaldi founded it in 1929.

## IN GROCERY BUSINESS FOR FORTY YEARS




Phil Selby has been a grocer off and on—mostly on—for 40 years. He has been in charge of his neat, efficient grocery store, Phil's Grocery, since 1939. Before that he was on the road for Armour and company. Monarch and Wellman brand canned foods are featured, as well as fresh fruits and vegetables, wines and beer.

**PHIL'S GROCERY**

**108 LOS OLIVOS** **Telephone ELkridge 0458**

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**Your Neighborhood Grocer**

**FRED GARDELLA**

**CROCKER GROCERY**

**98 CROCKER AVENUE**

**FREE DELIVERY**

---

**MAC'S GROCERY**

"The Biggest Little Store"

**201 VISTA GRANDE**

GROCERIES
COLD MEATS

**Wine and Beer**

---

## IN BUSINESS FOR 11 YEARS IN DALY CITY

**RAnd. 8472** **MARTINO GROCERY** **101 ACTON**

---

## Shopping In Daly City

**(Continued from Page 23)**

Serra and the Villa, both with efficient ambulance services. Also, the Daly City Dental and Medical Center houses the offices of four doctors and dentists; and there are many other doctors in Daly City ready to minister to the ill.

Drug stores, cleaning establishments, nurseries, variety stores—everything is here to make life simpler and easier for Daly City shoppers. Furniture stores—selling new and used furniture—equal downtown quality and better it in price. If you're building a home—or just making repairs—you can't do better than call on one of the local lumber yards.

And that's the way it is. Daly City is a town that offers every service to its residents. Legal services, real estate services, medical services—they are all available in Daly City.

★

## Daly City Served By Draft Board 103

Since Uncle Sam first sounded the call to arms for young men in this locality, the members of Daly City Draft Board No. 103 have served faithfully in the interest of national defense.

Draft Board 103's jurisdiction includes, in addition to Daly City, South San Francisco, Brisbane, Bayshore, Sharp Park and Rockaway Beach.

Personnel of the board, which serves without compensation, includes:

**Dr. J. C. McGovern**
**chairman**
**Fred Collins**
**Charles Drew**
**J. J. Jennings**
**William Jonas**

The board meets every Tuesday evening at the city hall, 75 Wellington avenue.

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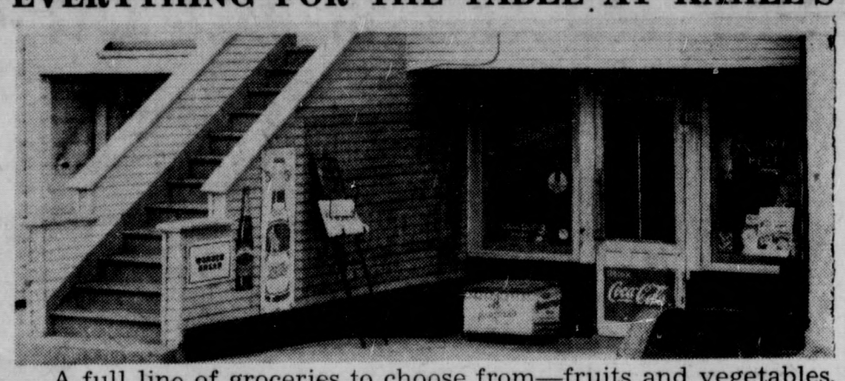
## EVERYTHING FOR THE TABLE AT KAHLE'S




A full line of groceries to choose from—fruits and vegetables, ice cream, soft drinks, beer—these are only part of Mrs. Theresa Kahle's inventory.

**KAHLE'S GROCERY STORE**

**575 TEMPLETON AVE.** **RAnd. 4957**

---

School supplies, and anything Mrs. Housewife might desire in the way of groceries are on hand at Kiely's Cash Corner.

Edith Kiely started in business at her present location in 1939. Incidentally, the name is pronounced "Ki-lee".

She, with the help of a young man, serves her customers efficiently, and with a smile.

**CASH CORNER**

**197 KNOWLES AVE.**

**RAndolph 6802**

---

The Hanover Grocery is the place you see all those children crowding into when school is in session. It specializes in school supplies and candy and ice-cream and soda water. Proprietor is Mrs. Gunda Gimle. Mrs. Gimle has lived in Daly City for five years. She began the grocery business in June, 1941, and her neat, well-filled store has already attracted many permanent customers.

**DElaware 10336**

**Hanover Grocery**

**653 HANOVER STREET**
**Near Pershing School**

---

Courteous and complete—that's the impression made on customers by Baum's grocery store.

It has a complete line of groceries, fresh fruits and fresh vegetables, a delicatessen department, cold meats, pork sausage, beer and wines, soft drinks — everything a grocery store should have.

**BAUM'S GROCERY STORE**

**399 EVERGREEN**

**ELkridge 4255** **Carl Baum**

---

**BELLEVUE GROCERY**

**GROCERIES - DELICATESSEN - MEATS**
**FRUITS - VEGETABLES**
**L. J. Rusting, Proprietor**

**499 Bellevue Avenue** **RAndolph 2003**

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## From Immigrant Boy To Successful Grocer

From immigrant boy to successful grocer is the story in brief of Guido Casentini, proprietor of Casentini's Market, Colma.

Born in Italy, year 1890, Guido Casentini first came to America in 1897. His father started in grocery business in Texas only to return to Italy three years later. Guido went to school in Italy until 1905 when he returned alone to America, came to Colma and went to work in a cannery.

There followed nearly twenty years of grocery store work or related retail food selling, all of which gave Casentini an excellent background to open his own store on the west side of Mission street, Colma, in 1923.

Came 1936 and Casentini moved to larger quarters on the east side of Mission street. Today he features imported and domestic groceries, grain, feed, hay, coal, beer and wines, pure olive oils. Free prompt delivery is assured on telephone or at-the-store orders.

Casentini is assisted in the grocery business by his son Dan, daughters Angelina and Amelia, and Lawrence Bottai.

**CASENTINI'S MARKET**

"THE COMPLETE FOOD STORE"

**Phone DElaware 1760**

**MISSION STREET** **COLMA**

---

## GARDEN FRESH VEGETABLES

Joseph Puccini was a gardener who decided to go into the grocery business.

In 1930 he established his grocery store at 1875 Junipero Serra boulevard. He grows some of his own vegetables, so you may be SURE they are fresh, and he grows some of the flowers he has on sale.

He has a large stock of groceries, fresh fruits and vegetables, besides flowers. Wine and beer may also be purchased at his store.

**RAndolph 6389**

**A. PUCCINI**

**Vegetables and Fruit**

**1875 JUNIPERO SERRA BLVD.**

# DALY CITY SCHOOLS

Daly City has a school system which is without doubt one of the best in the state. Its high school, Jefferson Union high school, boasts a superior physical plant, seldom equalled in a community of this size. A twenty-acre campus with lawns, athletic fields and modern buildings comprise the school.

Most spectacular of the school's buildings is the beautiful gymnasium and swimming pool. A huge hardwood floor, hygenically-planned dressing rooms, the solarium, and the tiled indoor swimming pool with the latest modern heating and filtering facilities and underwater lighting system are outstanding features.

Courses of study at Jefferson Union are modern and complete. Included are thorough academic courses, instructions in all fine arts, vocational guidance, practical shop work, dramatics, public speaking, vocal and instrumental music.

In the extra-curricular field, teen-age youth may carry the ball for a touch-down, take the lead in a three-act play, write news for the "Totem Pole," make a name for itself in student government, join the jazz orchestra . . .

The night school has become a center of adult leisure-time activity. Americanization classes have been conducted for the past sixteen years. Instruction is offered in commercial subjects, physical education and swimming, public speaking and industrial arts.

Elementary schools number seven: Woodrow Wilson elementary, Woodrow Wilson primary, Crocker elementary, General Pershing primary, Jefferson elementary and primary, Thornton primary, and Jefferson Annex elementary. The Jefferson school district, one of the four largest in San Mateo county, has an approximate enrollment of 1,300.

More than the "three R's" are presented alert young minds at Daly City schools. Art, handicraft, cooking, social sciences, field trips—all add variety and interest to the school year.

Sports and supervised play are a part of each child's life at school.

All mail for the elementary school district should be addressed to the administration building, 344 Santa Barbara avenue.

(Continued on Page 26)

**Parochial School**

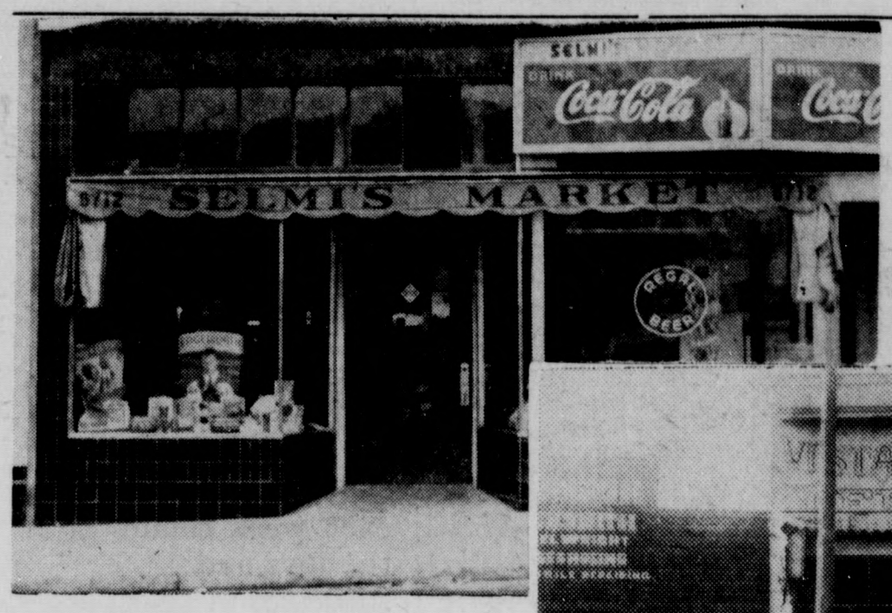
Our Lady of Perpetual Help church conducts a parochial school at 60 Wellington avenue. All grammar grades are taught. Sisters of St. Joseph of Orange are the teachers. Shown to the left is a recess scene in the church school playground.

**Rolff's Grocery store has been serving Daly City housewives in the Crocker district since July 15, 1921—and that's a long time! In 1926 he moved to his present location from across the street. H. T. Rolff has been doing business with the same wholesalers since he began in business, and features Wellman's Food Favorites, Swift's quality products, Borden's milk, Casperson's eggs and butter.**

**One of his sons, Irving Rolff, after going to school at Jefferson Union high school and the University of Hawaii, is now assistant to the comptroller at the University of Washington. His other son, Henry jr. is an auto mechanic in Daly City.**

## ROLFF'S GROCERY STORE

200 Crocker Ave. ELkridge 0522




**From Horse and Buggy days in 1909 to a leading Daly City grocery store today.**

## SELMI'S MARKET

6712 Mission St.

Phone DElaware 7905

### Largest Food Mart In Daly City

The largest food mart in Daly City, Milo's Market, is symbolic of one of Daly City's greatest success stories.

"Tony" Milo, who now owns Milo's Market, and Star Market, farther down San Jose avenue in San Francisco, came to this community in 1909. He was a boilermaker then. An unfortunate accident made it impossible for him to continue in that trade, and he became a butcher, starting a market in the building which is now Daly City's 5 and 10 Cent store.

Sixteen years later he moved across the street to his present location, enlarging his store to its current spacious size. This was in 1927.

So successful was "Tony" Milo with his Daly City market that in 1940 he established Star Market, a store of a size equal to the local mart.

Yet "Tony" is still just as much interested in the details of his work now as he was in the beginning. You can see him almost any day behind the meat counter of one of his stores, serving his customers.

**Quality Meats Reasonably Priced**

A. MILO, Mgr.
Meat Dept.

**Fresh Vegetables Fine Fruits**

FRANK ORFINO, Mgr.
Fruit and Vegetable Dept.

**Staple Groceries Fine Wines**

FRANK REYNOLDS
AL ZUCHER
Owners, Grocery Department

**Fresh Fish Quality Poultry**

JOHN GUIDOTTI, Mgr.
Fish and Poultry Dept.

## Milo's Market DeLuxe

6315 MISSION ST. DALY CITY DElaware 5300

## SHOE REPAIRING
### Since 1922

Snoes for The Entire Family! Dress and work shoes for Men, Boys and Children. Young Women's Sport Oxfords.

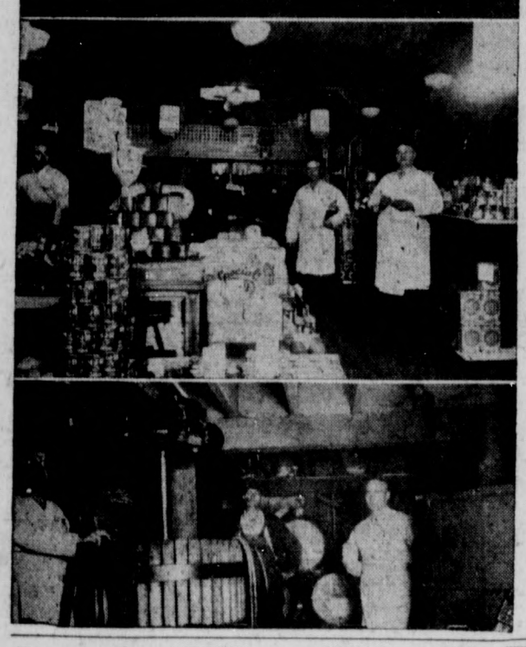
All Priced to Save You Money!

**CASTLE GARDEN**
**Bootery & Repair Shop**
98 School St., cor. Bruno

## Dave's Market
San Pedro Rd. - RAnd. 4696

In Colma everyone knows Dave! He's lived there all his life, Dave Boicelli. He runs the friendly meat store where you get those quality meats you need for a fine dinner. Dave's market is on San Pedro road in Colma. He has owned the place since 1935 but has worked there for twenty years.

He now has three butchers working for him. The market features Swift's quality meats, fresh-killed poultry and fish.



## SUCCESS!

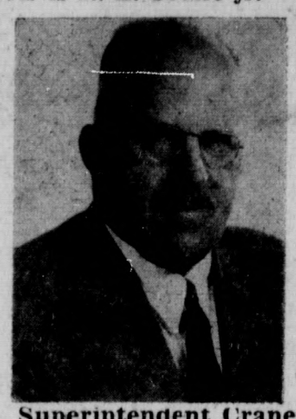
That thousands of satisfied customers have patronized Vireno's Market since its opening in 1912 testifies to the success of this local business.

The following record likewise bears out Andrew Vireno's service and success in civic life here: 25 years active member of Company No. 4, D. C. F. D., past president of the Veteran Firemen's association; 21 years a member of the board of directors, Daly City bank; six years president of The Merchants' association; past president of the Lions club; thirteen years a member of the Jefferson Union High School board of trustees, and four years chairman of that board.

**VIRENO'S MARKET**
Wines - Liquors
Choice Groceries
Fruit - Vegetables
6198 Mission St.
RAndolph 5002

## Daly City Schools
(Continued from Page 25)

District superintendent of schools is R. L. Crane jr.



Superintendent Crane

The board of trustees for the Jefferson elementary school district includes:

**George R. Augustien, chairman**
**Louis Nava**
**William J. Sweeney, clerk**

## SCHOOL NEWS

The Daly City Record gives complete news coverage of activities at the local grammar schools and Jefferson Union high school each week.

Both adults and children will enjoy the spritely columns which each week relate the joys and successes of "School Days."

Subscribe today. You will like The Record's many other features, too!

**DALY CITY RECORD**
Phone RAndolph 3215

# FARMERS MARKET
## GROCERIES :: MEATS

6386-6390 Mission DElaware 1161-1162

When you want to fill your larder with the best in groceries, fruits and vegetables, pay a visit to Keithley and Doyle's market, 6386, 6390 Mission street. You will have one of the largest stocks in Daly City to choose from.

And if you are in search of a specially good piece of meat, Farmer's Meat Co. is right next door.

E: Keithley and Tom Doyle have been partners for one and a half years.

A familiar face to Daly City shoppers is Fritz Ilgenstein, genial proprietor of Farmer's Meat Co. He and his staff serve their fine quality meats to a continuous stream of satisfied customers daily except Sunday. Ilgenstein's partner is Joseph Fresenborg.

Sturdy . . .
Fine Looking

# SHOES
For Boys and Girls

•

Complete Lines of Men's and Women's Shoes

High Quality Merchandise
Low Prices

•

# BOSCO'S
SHOE STORE
6074 Mission Street

# P. BROWN
64 Los Olivos
Daly City, California

HOUSEKEEPING ROOMS
—and—
APARTMENTS

LAUNDRY SERVICE

Telephone DElaware 0152

Phone RAndolph 7496 Props. A. Dunkel, C. Calcagno

# COLMA HARDWARE
## and FURNITURE Co.

GLIDDEN PAINTS
General Hardware and Supplies
General Water Heaters
Furniture - Spark Stoves
Washing Machines
Victor Radio and Records
Norge Refrigerators
Radio Repairing
FREE DELIVERY

Arata Building Colma, Calif.

## Long Time Resident Operates Hardware Store

A. Dunkel came to Colma when he was five years old, so it is with ample justification that he calls himself a native of that history-filled community.

Ten years ago he was manager of the Boni Hardware company. After six years he decided to go into the business for himself.

The result was his partnership with G. Calcagno, and the establishment of the Colma Hardware company.

## GLIDDEN QUALITY PAINTS

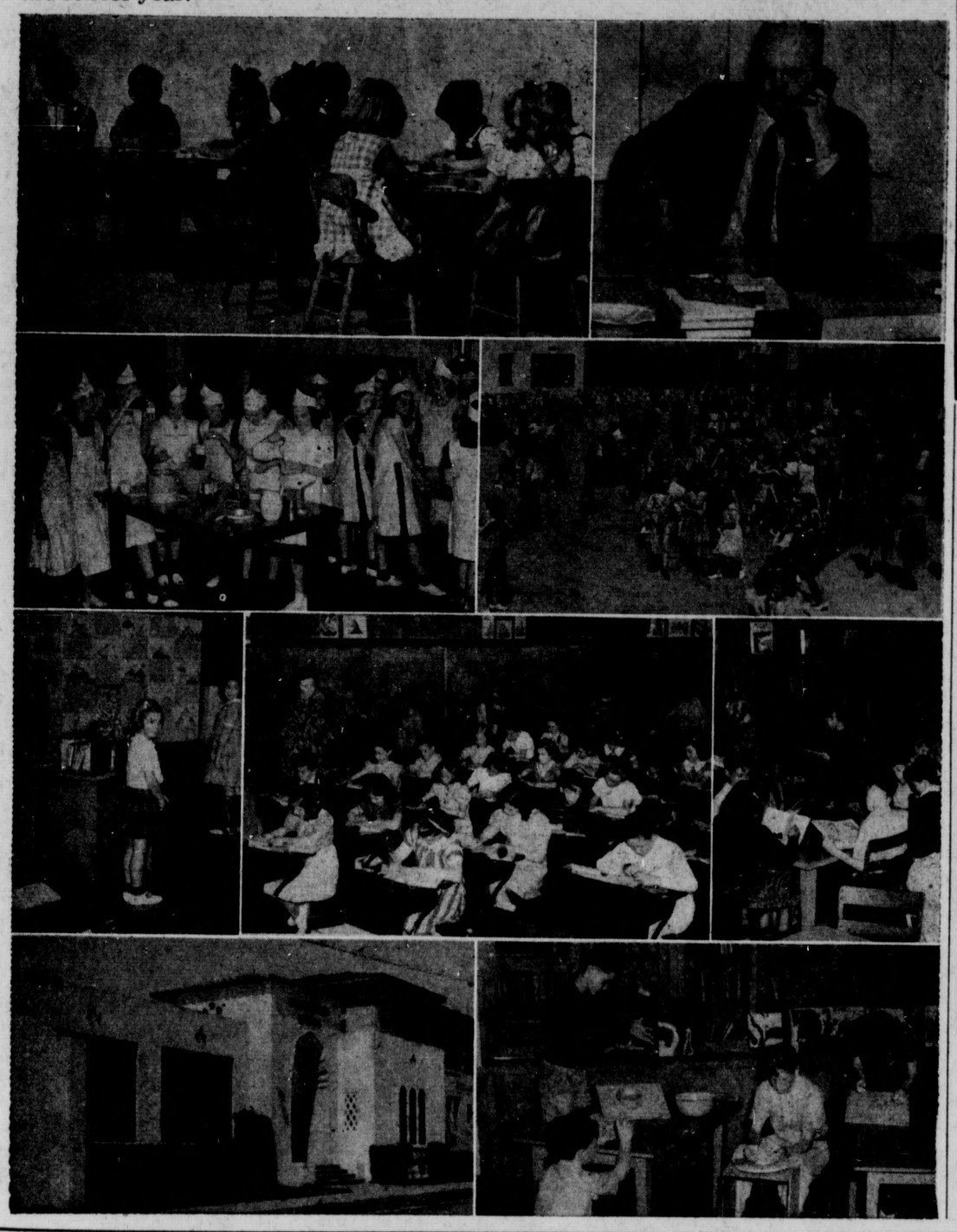
Since 1870, Glidden Paints, varnishes, lacquers and enamels have been known for their fine quality. Now that quality is doubly assured to paint buyers by the fact that all outstanding GLIDDEN products carry the famous "TIME-TESTED" trademark, which is recognized everywhere as absolute proof of dependable quality in paints. Local Agents—COLMA HARDWARE.

# Gateway To Happy School Days---

As one glance at the pictures on the panel below tells, Daly City youngsters go to school—and love it!

The Jefferson school district, one of the four largest in San Mateo county, has seven modern school buildings and an approximate enrollment of 1,300.

More than the "three R's" are presented alert young minds at Daly City schools. Art, handicraft, cooking, social sciences, field trips—all add variety and interest to the school year.



THE RELIABLE
**PRINTING SHOP**
F. W. SCHMIDT
•
FINE
PRINTING
•
318 Woodrow Street
RAndolph 4991

**SUNSET GROCERY**
Across street from
Woodrow Wilson Grammar
School
99 Theta Ave.
Groceries
School Supplies
Sandwiches - Soft Drinks

LOS OLIVOS
TAILOR SHOP
CLEANING
and
DYEING
•
22 Los Olivos
RAndolph 4539
•
Call and Deliver
Service
•
ALL UNION
SHOP

**DALY CITY**
**NUT SHOP**
•
MISSION STREET
at
WELLINGTON AVE.

**Yummy!**

**What's good, and good for you? The answer is Louise Williams' home-made candy and fresh roasted nuts. She runs the Daly City Nut Shop, right at the top of the hill, available to all candy-lovers and nut-lovers.**

**All her candy is made fresh every day, and contains the very best (and we mean VERY best) of materials. Toffee, Fudges, all sorts of creams, nut candy—well, every sort of good-to-eat candy—may be purchased at the Daly City Nut Shop. All nuts are roasted in the shop daily.**

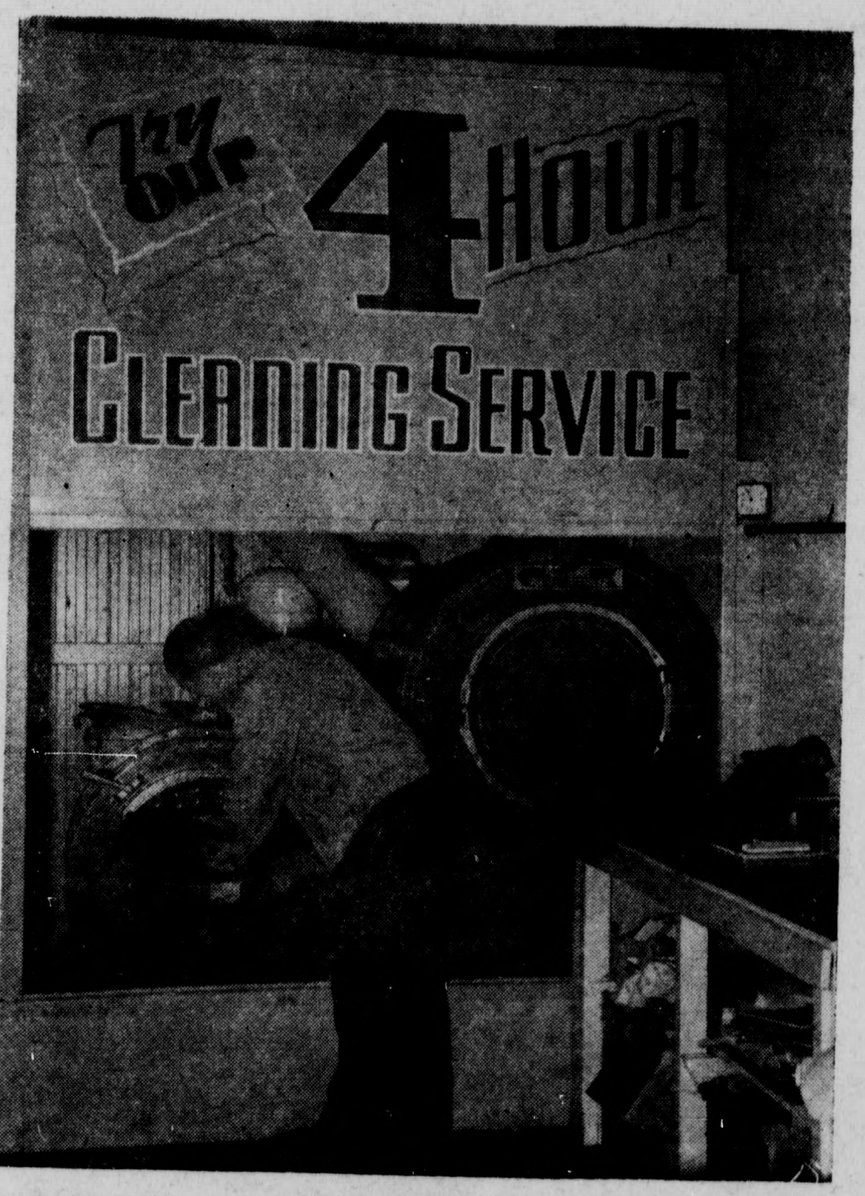
Outside looks inviting? Come on in! Meet Bill Smith and his staff of efficient smiling waitresses. Bill, a native of Daly City, went into business here in 1935. It has become a habit for Daly City young and old to stop in at the creamery for lunch, refreshments, or just a coke.

**GOLDEN STATE ICE CREAM . . . SANDWICHES OF ALL KINDS**
**Thick Milk Shakes —:— Plate Lunches —:— Fresh Doughnuts Daily**
**Open till 12:30 a. m. week days and Sunday—1 a. m. Friday—1:30 a. m. Saturday**

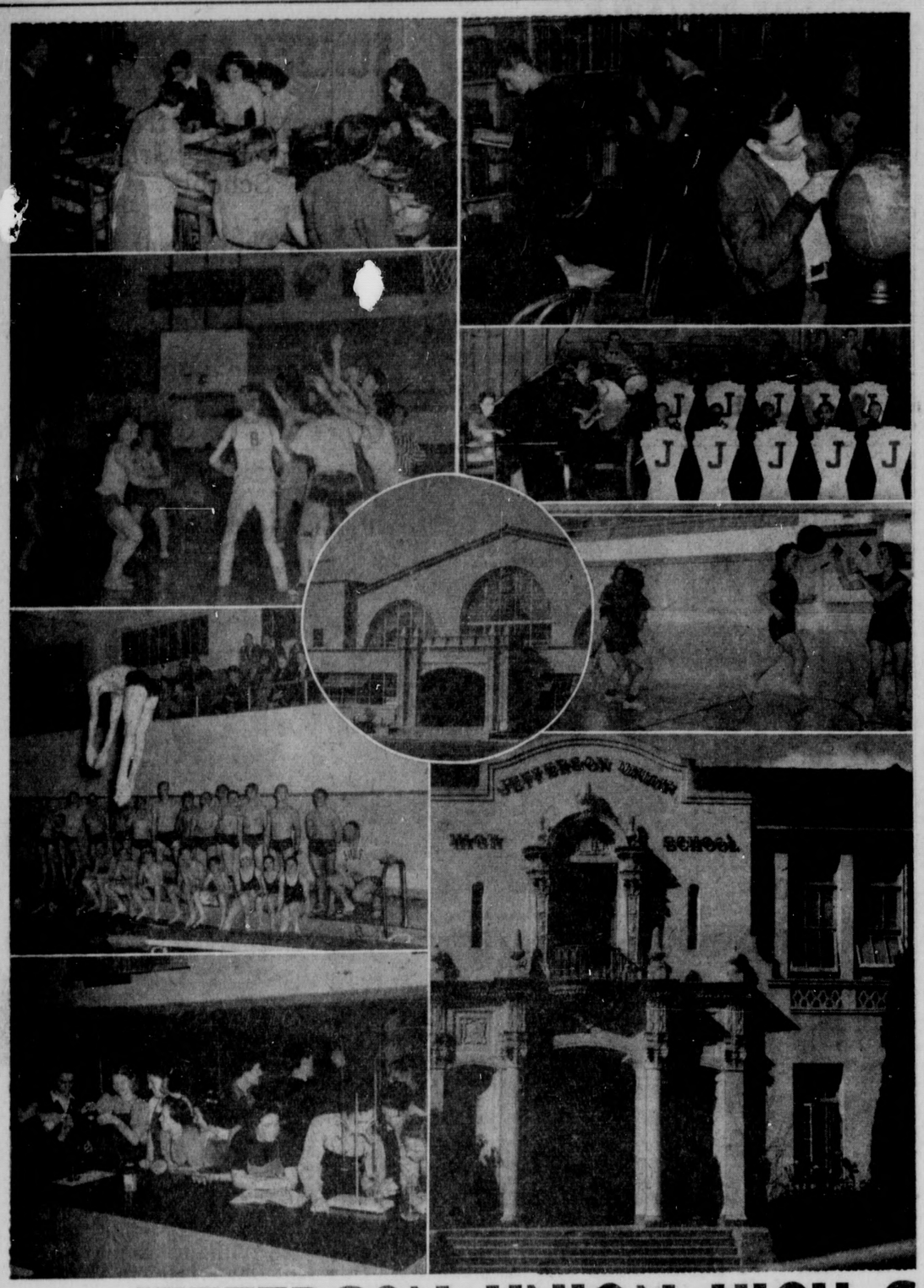
**DALY CITY CREAMERY**

**6288 Mission Street RAndolph 9639**

**DALY CITY**
**CLEANERS & DYERS**
**6274 Mission Street RAndolph 5781 DElaware 5261**
**Call and Delivery Service**



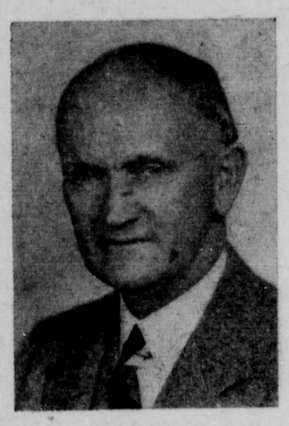

**"To give Daly City people quick, quality cleaning and dyeing service—that is our aim," said James Schultz, proprietor of Daly City Cleaners and Dyers, in a recent interview in which he disclosed that since opening here one year ago he has installed $7,500 worth of equipment and service facilities. Jim is shown here operating the equipment which makes 4-hour service possible.**




## YOUTH LEARNS BY DOING

Jefferson Union high school, with an enrollment of 700, is doing an excellent job of helping young people of this community find the answers to their questions . . . not by laying down hard and fast rules and regulations but by providing a well-rounded schedule of studies and extra-curricular activities which give first-hand experience in community citizenship.

High school life at Jefferson means education at its best, in an environment that builds health and happiness.



**Principal Ferguson**

**PERSONNEL**

Jefferson Union High School

Board of Trustees

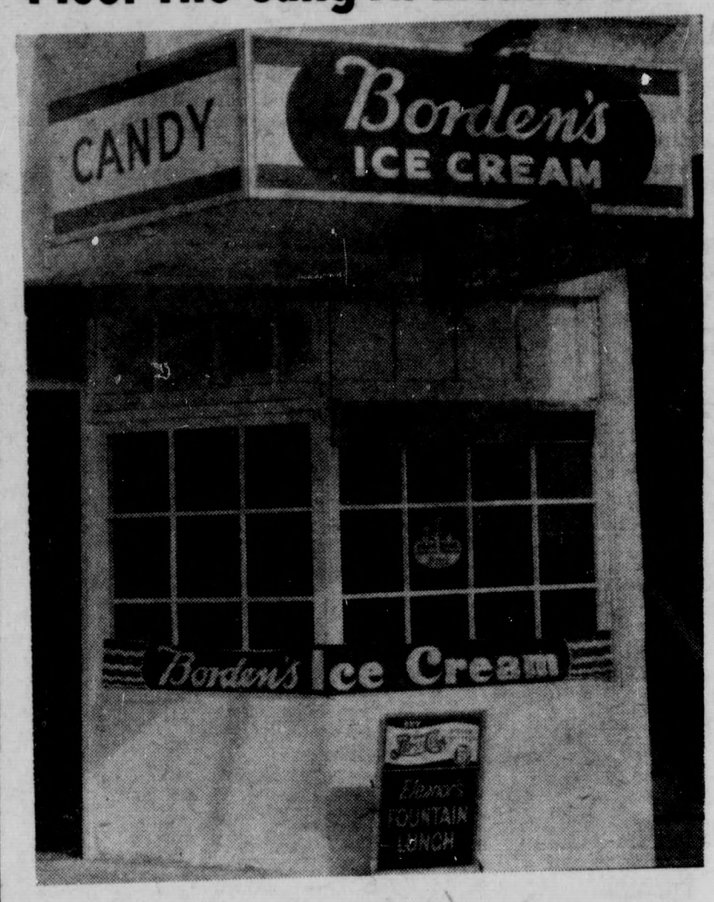
Remi Sanders, chairman
Mrs. Stella Jensen, secretary
Andrew Vireno, Mrs. Pearl Jones, E. A. Weisenberger

Principal: James Ferguson

# JEFFERSON UNION HIGH SCHOOL

**6996 MISSION STREET** **RANDOLPH 6612**

## Meet The Gang At Eleanor's!




Right across from Jefferson Union high school is a place the kids flock when classes are out.

It's Eleanor's! Eleanor Wilson has been in business since early this year.

All kinds of ice cream, sandwiches, and soft drinks are on sale at Eleanor's. Everything to make the high-school kids grin with pleasure.

Policy is to give the boys and girls quality lunches at low cost.

•

# ELEANOR'S FOUNTAIN LUNCH

**6993 Mission Street**

---

**Quality Groceries** **Fine Meats**

## COUNTY LINE MARKET

G. MIRABELLA, Proprietor
**6000 Mission Street** **RAnd. 4608**

Everything from Hairpins to Wash Tubs

## Daly City 5 and 10 Cent Store

**6324 MISSION STREET**

---

**12 Years in the Same Location**

**THOMAS**

## JEFFERSON CLEANERS

8 WELLINGTON AVE.

**PHONE**
**RAndolph 6294**

---

**COMMERCIAL PRINTING . . .**

## DALY CITY RECORD

**3317 San Jose Ave.** **RAndolph 3215**

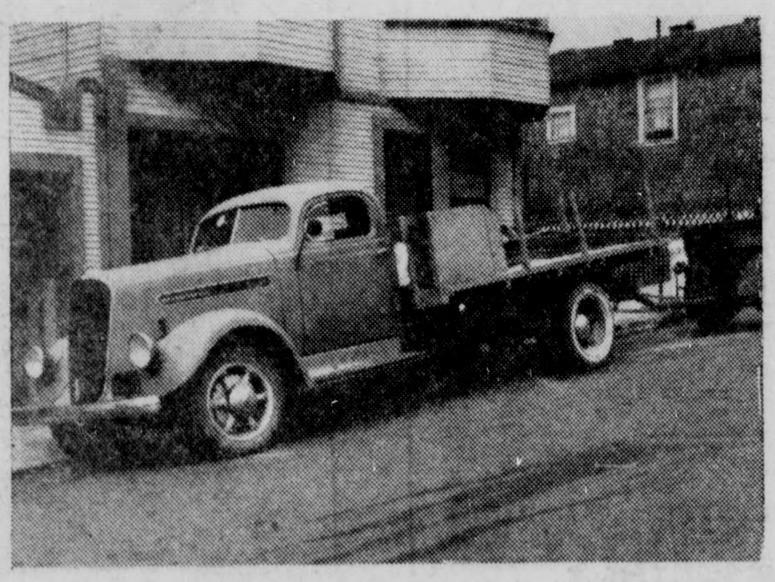
Miss Rose and the Swiss Girls Drum Corps

TAP - TOE - BALLET - ACROBATIC

**MISS ROSE**

## DANCE STUDIO

**Saturday 10:30 a. m.**
876 Brunswick Street
**Nr. Acton - Daly City**
**Wednesday 2:00 p. m.**
Classes in
**Oakland**
**Private Lessons by Appointment**
**DElaware 8043**



**Phone DElaware 2700** **Free Estimates**

## FELLMAN ROOFING CO.

**TAR GRAVEL ROOFS - PABCO SHINGLES**
**Colma, San Mateo Co., Calif.**

## Roofing Headquarters

See Us About
**NEW ROOFS • RE-ROOFING**
**REPAIRING**
**AVOID ROOF WORRIES**
**Call us today for a FREE ROOF INSPECTION**
ESTIMATES SAMPLES

**Row on row of new homes—these have been among some of Johnson's recent jobs. He does single jobs, too, and repair work.**

## ALEX A. JOHNSON & SON

**ROOFING COMPANY**
**Tar and Gravel and Shingle Roofs**

**Warehouse**
**5890 Mission Street**

**PHONE**
**DElaware 8418**

# Serving The Public - - -

Serving the public's a big job and civic authorities in Daly City take their responsibilities seriously and do their work efficiently.

Behind the scenes an efficient corps of workers are ever on the alert in order that you may have complete police and fire protection, low water rates, free garbage disposal, good streets, modern library facilities. Progressive administration of city affairs means service to you in convenience and in lower tax rates.

## City Council

Daly City's municipal government is administered by a board of five councilmen, elected alternately for a term of four years. The councilmen meet in regular session twice each month and the public is always invited to attend.

## Fire Department

**Phone RAndolph 4212**

Daly City's fire loss per capita is one of the lowest in the state. The fire department's excellent rating by underwriters gives local residents the same low home insurance rates enjoyed by larger cities . . . at a fraction of the cost to taxpayers.

More than ninety trained firemen, who serve the city on a call basis, stand ready to man the fire-fighting apparatus, night or day. There are six large firehouses, strategically located. City employees, as well as members of the six fire companies, respond to alarms.

A. P. Chesney si chief of the department.

A fire alarm system, separate from the fire department, is maintained and operates automatically.

## Police Department

**Room 3, City Hall—RAndolph 4212**

Indicative of the intelligence and efficiency of the Daly City Police department is the fact that no municipality on the Peninsula enjoys safer streets, less child delinquency or fewer crimes than Daly City.

Twenty-four hour vigilance is maintained to assure you a safe community. Radio patrol cars and other up-to-date equipment give police protection when and where you need it.

Despite the constant flow of heavy traffic along El Camino Real and Junipero Serra boulevard, Daly City has few major automobile accidents, is widely known for the courtesy and protection shown pedestrians and motorists alike.

Police chief is James G. Reardon.

## Water Department

**Room 1, City Hall—RAndolph 0633**

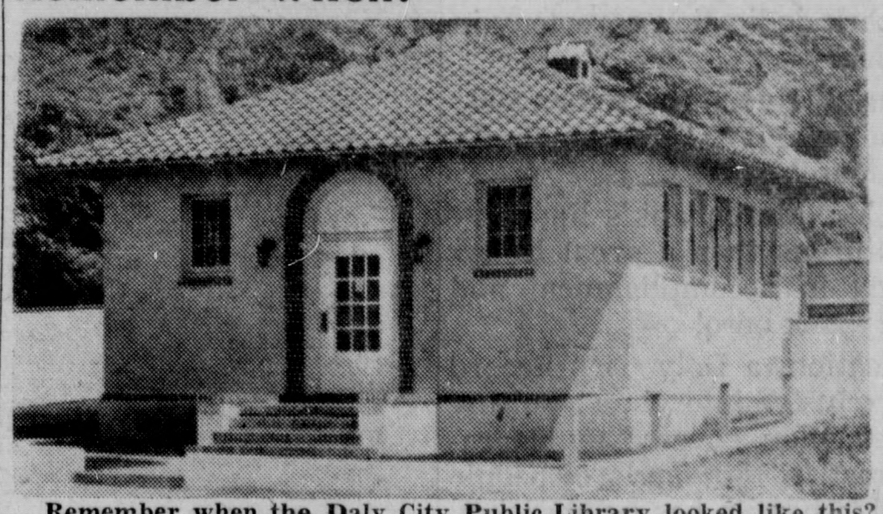
Daly City has its own municipally-owned water system. The finest domestic water in California is supplied your home at exceptionally low cost. Tested and analyzed each month by laboratory experts, it shows almost 100 per cent purity.

The department has shown a profit each year since its inception in 1913. Another important factor in regard to Daly City's water system is the maintenance of high pressure, which makes fire protection far more complete.

The water works consists of seven artesian wells, two automatic pumping plants, nearly 100 miles of pipe, and three one-million-gallon covered concrete reservoirs. The waetr circulates constantly through the mains so that it is always fresh.

Arthur Bodien is superintendent.

## Remember When?



**Remember when the Daly City Public Library looked like this? Back in 1920, this small building housed the local library. Now, Daly City has a fine, up-to-date library with ample space.**

**Mrs. Jean O'Rourk is librarian. Her assistant is Miss Mary Lewis.**

## Public Buildings

**THE LIBRARY**

Some of the richest gifts your neighborhood has to offer await you at the Daly City library. It has a large collection of books covering an unbelievably wide range of interests, from outstanding fiction of today to specialized books in fields as diverse as aviation and child care. It has a children's room, charmingly furnished, with beautiful books to look at right there or to take home to read. A well-stocked magazine section is popular with young and old.

**Hours:**

Week Days—1 p. m. to 5 p. m.
6:30 p. m. to 9 p. m.
Saturdays—1 p. m. to 5 p. m.
Sundays and Holidays—closed

**6351 Mission Street**

**THE POST OFFICE**

Daly City's attractive new post office is located at 6253 Mission street, phone RAndolph 0340.

The local department is part of the postal system of San Francisco. City deliveries are made regularly to every home in Daly City, averaging between one and two a day.

**Hours:**

8 a. m.—6 p. m. (week days)
8 a. m.—1 p. m. (Saturdays)

Money orders, postal savings and registry services are available every day, but are stopped 30 minutes before the regular closing time.

Superintendent of the Daly City post office is Gustav John.

**THE CITY HALL**

Daly City has a splendid city hall, located at 75 Wellington avenue. Here are housed the water, police, and engineering departments, the offices of the chief of police, the cety clerk, and the mayor.

The large council room, which serves as both council chambers and the city court, is located on the second floor. Adjacent is a conference room. In the basement is a modern city jail.

## Health

City, county and private enterprise combine to give Daly City excellent public health service.

The San Mateo county district health offices are located at 7375 Mission street, (phone RAndolph 1170). Deputy Health Officer Fred Collins is in charge, assisted by a doctor, nurse and social service worker. Free diagnosis is provided for needy residents at the clinic. No emergency calls are handled at this office.

**Fred Collins**

A sanitary inspector is on duty every day, except Saturday afternoons, Sundays and holidays. Any sanitary complaints should be called to his attention, phone RAndolph 1170.

The Daly City Well Baby Clinic, corner of San Jose avenue and Flournoy street, offers scientific advice and aid in infant care.

A child specialist and nurse are in charge and visiting hours are from 9 to 11 a. m. every first and third Wednesday of the month. No charges are made for the clinic's services. Only well babies are admitted.

The City of Daly City provides free garbage disposal. This service is made possible by a fund supplied by the water department.

Daly City maintains a full-time poundmaster, Archie Banfield. He may be contacted by phoning RAndolph 4212. The pound, modern and commodius, is located at the corner of Florence and Thiers streets.

**(See Page 30 for additional information on civic service.)**


# BUILDING MATERIALS
## OF ALL KINDS

**Balboa Building Materials Open Paint Department**

The Balboa Building Materials at 1831 Junipero Serra Boulevard, Daly City, have opened a complete paint department carrying the famous and well known line of Murphy Paints and Architectural Finishes.

This line comprises all necessary finishing materials for your interior and exterior work. Your slightest whim regarding color can be satisfied as the line gives you one hundred colors or more in every size of interior or exterior finish.

In this line you have all of the latest Harmony, Colonial and Regency Colors in their gradations.

**FREE COUPON**

If you will write your name and address on this Coupon, and bring it to us on or before the date shown below, we will give you a FREE CAN of any of the Murphy Finishes.

**(FOR ADULTS ONLY)**
**(Ask us about the Regulator Book)**

**This offer expires**
**15 days after you receive this coupon**

**BALBOA BUILDING MATERIALS**
**1831 Junipero Serra Blvd., Phone RA. 8288**

**Name** .....
**Street** .....
**City** ..... **State**.....

**BALBOA BUILDING MATERIALS**

**1831 Junipero Serra Blvd.** **RAndolph 8288**



## Distinguished Respect

**and genuine helpfulness signify the qualities of our services. An air of reverence pervades all of our professional arrangements.**

**Quiet Beauty Is Reflected In These Interior Pictures**

**W. C. LASSWELL & CO.**
**MORTICIANS**
**SERVING THIS COMMUNITY FOR 30 YEARS**
**6154 MISSION STREET** **RAndolph 0100 or 0610**

# DALY CITY NAMES ITS LARGEST PARK FOR JOHN W. MARCHBANK WELL-KNOWN PACIFIC COAST LEADER AND RACE-TRACK OWNER

This community held a park dedication ceremony in June to honor a great American!

It named a seven-acre park, value at more than $50,000, in honor of the man who gave it to this community twenty years ago—John W. Marchbank.

Stranger than fiction is Mr. Marchbank's life story—more startling and adventurous than a great Hollywood drama—more amazing in accomplishment and service than an epic of a storybook hero!

At the time of the dedication, a Daly City Record reporter was permitted an exclusive interview resulting in a story long sought by newsmen, coveted by biographers, and of unusual interest to thousands of people by whom the name, J. W. Marchbank, has been spoken in quiet mystery, awe and respect.

That story begins in frontier country, tells of a man who at the age of 18 refused a royal heritage and left a hospital with one leg amputated to pioneer, on crutches, the Klondike before the Alaska gold rush of 1898. That story reveals how Mr. Marchbank gained fame as a mining expert, planted a rubber plantation in South America, became king of American horsemen, and achieved fame throughout the United States as a great philanthropist. Of his own individual will and strength, he built enterprises so vast that from 1936 to the present date J. W. Marchbank has paid more than two and one-quarter million dollars in state and federal taxes.

Mr. Marchbank has fostered many racing interests on the Pacific coast and has kept some of the finest strings of horses on American tracks. His office, where The Record reporter sat, is ringed with cups and trophies won by thoroughbreds who fought their way to the wire.

Mr. Marchbank's philanthropies have been as extensive and generous as his life has been full of adventure. He has made it a point to give help where help was needed most. A cold statement of the hundreds of thousands of dollars given to charities and to individuals cannot depict the great good his aid has done.

Asked about the future, Mr. Marchbank's eyes fired up as bright as those of one of the hundreds of children to whom he gives generous Christmas gifts each year. He said, "The only reason I'm giving you this story now is to tell young American men that this great land always has been and always will be a land of opportunity. Happiness and rich rewards are in store for those young fellows who have the energy and courage to work for accomplishment. Give them my best wishes!"

**J. W. Marchbank in honor of whom Daly City has named its largest park.**

**Serving The Public**
**(Continued from Page 29)**

## Other Services

B. C. Ross, city clerk, may be contacted at Room 5, city hall, phone RAndolph 3184.

The city purchasing department as well as the water department, is supervised by A. J. Bodien.

Engineering problems are handled by R. A. Klassen, engineer and superintendent of streets. City legal matters are attended to by City Attorney Rudolph A. Rapsey.

City treasurer is Mrs. A. L. Stockton.

Building inspector is Peter J. Kelly.

### COURTS

**Judge Wade H. Clay**

City traffic court is held regularly, each Friday afternoon, in the council chambers, second floor, city hall, with Judge Wade H. Clay presiding.

Throughout the week Judge Clay hears cases which come under his jurisdiction as justice of the peace for the first township. His justice court has been made one with Class A jurisdiction. Judge Clay, whose law office is located at 4 Wellington avenue, may be contacted by phoning RAndolph 2324.

# SPECTACULAR AIR SHOT OF COMMUNITY'S LARGEST PARK

**Daly City Record staff photographer, Dale Hovey, took this dramatic aerial picture. The park is named John W. Marchbank park in honor of its donor. Note how the huge 7 acre area stretches for a length of four city blocks. Lower left is ball diamond, center is club house, and white speck at top center is a granite cornerstone in the upper playground area.**

# EVERYBODY GETS TO PLAY IN DALY CITY -- FUN IS FREE

Everybody likes to play—and everybody in Daly City gets to play. The recreation facilities are many and varied.

The Daly City WPA Recreation office is co-sponsored by the federal government and the City of Daly City. It has many activities for young and old and many centers of recreation. In season there are badminton and basketball at the Jefferson Union high school gymnasium, classes in ceramics, sewing and doll-making, dramatics, dancing, weaving, pupets, clubs for boys and girls, classes in public speaking, and playground activities.

Baseball is played at the new Marchbank park between crack semi-pro teams from near and far, attracting crowds of baseball-minded Peninsulans. Lincoln park, which was dedicated at the same time as Marchbank park, in June, has excellent tennis courts which are always crowded during "tennis weather".

Daly City has more than thirty-three acres of ground devoted to city parks and playgrounds, including Marchbank Park, Lincoln Park, Bodien Park, all the school playgrounds, and the horseshoe courts.

The Recreation department supervises recreation at Jefferson Union high school, Marchbank park, Lincoln park, and General Pershing school.

Director of the local recreation department is Mrs. Marie Burton, shown above. Under her capable guidance, Daly City has available a broad and interesting activity program for both adults and children. The recreation committee includes co-sponsor's agent, A. J. Bodien; chairman, James Ferguson; Mrs. Ann Eason, Mrs. Mazie Boyle, John J. Fahey, R. L. Crane jr., and Edmund Cavagnaro.

Office of Daly City WPA Recreation department is located at 101 Parkview avenue.

## Record Publishes Names of Pioneers Honored At Dedication Ceremonies

Daly City has grown and developed a great deal in the last 25 years, and during that period many residents now living here have watched the community spring up around them.

These "pioneers," who have lived in Daly City 25 years or more, were honored at the dedication of Marchbank park, June 8. At this ceremony the history of the town was recalled and the place of the "pioneers" in that history. The dedication was preceded by a parade, including nearly all the organizations in this area. The program was arranged by the Park Dedication committee, with Councilman Henry Sundermann sr., chairman of the day.

Because it feels that these long-time residents should be honored, and their names known, The Record is publishing the names of all the "Pioneers" who signed up at Marchbank park, June 8, and who sent their names to the committee. They are as follows:

F. Peterson, Louis Delia, Mrs. D. Reinhart, Fred Klinger, Rose Justing, Roy Smith, W. E. Schaner, Fred Klotz, Florence Stockton, Leonard Anderson, Mrs. Bottenni, Mrs. R. Litman, James Smith, J. Compagno, C. F. Volkman, Mrs. G. Bacigalupi, Mrs. Fred Parker, Leonna Anderson, Anthony Capatno, Sam Capatno, George Walten, A. Lange, Mrs. Evelyn Hayden.

Ann Regan, Albert Perata, G. Phelan, Mr. and Mrs. S. H. Buttle, G. Petersen, C. Klodz, Mrs. V. Webb, Charles J. Taylor, A. Begazzi, Zellinda Petrocchi, Lola Petrocchi, Andrew Petrocchi, W. F. Lanigan, Mrs. F. Lanigan, Mrs. G. Johnstone, Mrs. Palmacuneorose, Mrs. McConnell.

Mrs. McKeown, Mrs. Sue Hoptman, Miss Etta Moral, Chester Jones, Mr. and Mrs. M. Fischer, Mrs. Tomberg, Sam Parmisano, Tony Parmisano, Mrs. Rose Romiguieri, Mrs. James Reardon, Mr. Belli, Veronica Anderson, Rose Lufrano, Mrs. A. Stagnaro, Alice Lorenz.

Henry Sundermann, jr., Miss Ida Soderblom, Clifford J. Pettigrew, Mrs. Chester Jones, W. G. Davis, J. Faulk, Mrs. G. E. Romiguiere, Jack Faulk, Georgine Bennett, Dorothy Riddell Symon, Mrs. C. Conni, D. Hammer, Mrs. Lucia, Mr. and Mrs. A. Romer.

Mr. Lucia, Mrs. Florena, Yreberri, Kenneth Hayden, Mr. and Mrs. Paul Giome, John Degliantoni, Mr. and Mrs. George Augustien, H. Lorenz, Mrs. S. Riddell Richards, Henry Bergh, F. Winter, Roy Neiper, Louis Cusper, Dolley Sumund, Miss A. Regan, Peter J. Markovich.

Albert Parmisano, Pauline Parmisano, Mr. and Mrs. Frank Marino, Jack Justing, Mrs. Verna Borges, H. Rickmann, Mrs. Theresa Mathews, Arthur Storger, Mrs. Sarah Storger, C. Rineheart, Mrs. E. Ravera, R. Anderson, Steven Passafiume, Mary Josephine Passafiume, Mrs. A. Hogan, Miss A. Hogan.

Mrs. Minni Rancatore, Mr. and Mrs. Foppiano, Mrs. E. Coral, Mrs. Hauhn, Mrs. A. Bodien, Mrs. J. Mullin, Frank Giusti, Vincent Giusti, Fred Liedeman, Mr. and Mrs. Edward Beecher, Vincent Silvio, Andrew Vireno, Mrs. A. Vireno, Miss Mable Vireno, Miss

(Continued to Column 5)

## Pioneers

(Continued from Column 3)

Esther Vireno, Andy Vireno, Charles Nelson,

H. H. Smith jr., Mrs. Donovan, Danial Donovan, Ethel Hahn, Mrs. E. Carle, Mr. and Mrs. F. Michelsan, J. Bergen, Mr. and Mrs. Tocalini, Mr. Conchi, Madame Lombard, Jannes Crudo, Angelo Crudo, H. T. Rolff, Gus Schenk, Mrs. Gus Schenk.

Mrs. Margret Nelson, E. J. Lucy, J. D. Lee, Morris Gross, Mrs. A. Meyers, Mr. and Mrs. George Riddell, D. M. Fahey, Mr. W. Brush, Mrs. Velora Wilson, Antone Francesconi, Adele Hogan, Mrs. Flowers.

Mr. and Mrs. Ghiotto, Mr. and Mrs. Nicolas Meethe, Mr. and Mrs. George Westaway, Steve Ainnis, Miss Edna Smith, Nils Peterson, L. Kennedy, Mr. and Mrs. B. Silver, Mrs. C. Christian.

Jack Barneth, Mr. and Mrs. Commie Spoulas, Mr. and Mrs. Roy Blacher, Mrs. F. Nelson, Mrs. Lustal Allado, Mrs. B. Jorgensen, F. Cangelasi, S. Rauschan, Mr. and Mrs. G. R. Hammer, Mrs. L. Kennedy, Coln Bennett.

A. M. Goodwich, Mrs. F. Marchi, Mrs. Reinhart, Mrs. L. Kusper, Mrs. K. Matzek, Miss Gertrude Squier, Mrs. Eugene Squier, Mr. and Mrs. Ardie Beecher, Mr. and Mrs. William Beecher, Mrs. Gardiner, Walter Murply, Mr. and Mrs. Edward Goldkuhl jr., Mr. and Mrs. A. P. Chesney, Mrs. E. Purser.

Adolf Brulez, Kathrine Regan, Vincent Regan, Mrs. Matsik, Julius Nelson, Mr. and Mrs. A. Johnson, Mr. and Mrs. Core, Mrs. C. Reardon, Mrs. Ida Filiatrault, George Reardon, Chief James

(Continued on Page 33)


DALY CITY COFFEE SHOP
6339 Mission ELkridge 2657

GENERAL REPAIRING
Bernath Kraus
6173 Mission Street DElaware 5359

BLACKSMITH
PETER BENASSINI
7244 Mission St. RAnd. 7279

S. ELDRUP'S
BILLIARD ROOM
6373 Mission Street
THE RECREATION SPOT
— of —
DALY CITY

Bus. Phone DEl. 2981
Res. RAnd. 9462

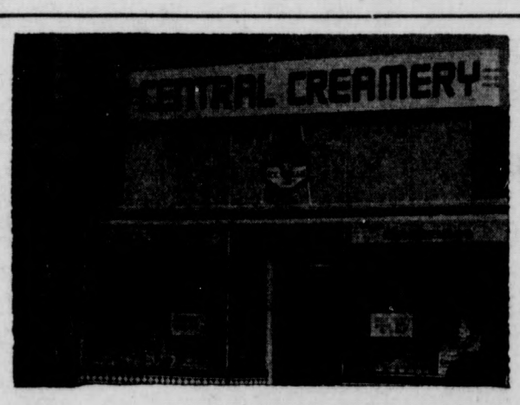
J. J. FAHEY
REAL ESTATE and INSURANCE
Notary Public
3 Wellington Ave


Mayor John J. Fahey has been in the real estate business in Daly City since 1920. He now has his office at 3 Wellington avenue.

If any man knows Daly City, history and property, it is John J. Fahey. He was here when it was incorporated. In fact he voted for the incorporation, when the question passed by a single vote. That was in 1911. He voted for the first city council, and first took a seat on the council himself in 1932. He was re-elected in 1936, and 1940 was chosen mayor.

From 1933 to 1936 he was road superintendent for San Mateo county. His real estate office originally stood on the site of what is now Waxman's Bakery.

For a fair, wise deal, see Fahey when you have real estate problems. No one in Daly City has had greater experience in real estate than he.





CENTRAL CREAMERY
6331 Mission

Popular with people who know what's good to eat and where to get it is Central Creamery, 6331 Mission, right in the middle of Daly City's busy "Top of the Hill" section.

Waffles, sandwiches, all kinds of ice cream dishes and soft drinks are featured by Central Creamery, under the proprietorship of A. E. Pulley. Also, he has an extensive display of all the latest magazines.

Central Creamery is the
"Friendly Place to Meet Your Friends"

D. C. Second Hand Store
"Has Nearly Everything"

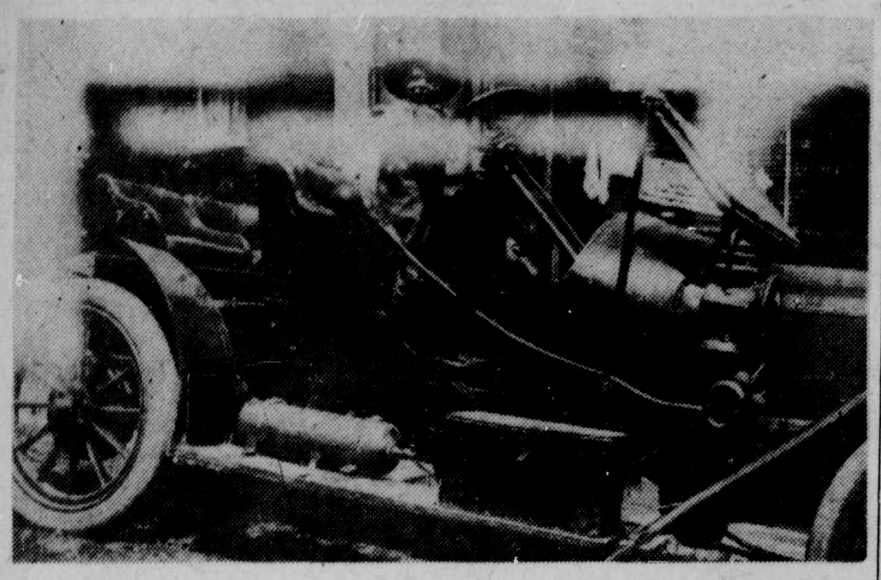
To say "We have EVERYTHING" is an exaggeration in most businesses, but in the case of the Daly City Second Hand Store, it comes pretty near to being the truth.

Proprietor Lester O'Keefe has a store full of miscellaneous articles ,all for sale at reasonable prices. Tools, home appliances, art objects, antiques—everything!

Come in and take a look around. You'll be sure to find something you want! Address is 6266 Mission street.

Daly City Second Hand Store
6266 MISSION STREET

# DALY CITY RESIDENTS ENJOY MOTORING ADVANTAGES



It's a far cry from these antiques to the modern sleek, two-tone automobiles that go streaking down the highways today. These earlier-than-1913 models were great autos. They had prest-o-lites, shiny brass trim, and could break the 20-mile-per-hour speed limit.

### Local Agencies, Garages, Stations Offer Modern Sales and Service

This is an age of motoring, and Daly City is the ideal spot for those who like to do their adventuring on wheels.

Four fine roads, El Camino Real, Junipero Serra boulevard, Skyline boulevard, and the Ocean Shore highway, are easily available to take you near or far.

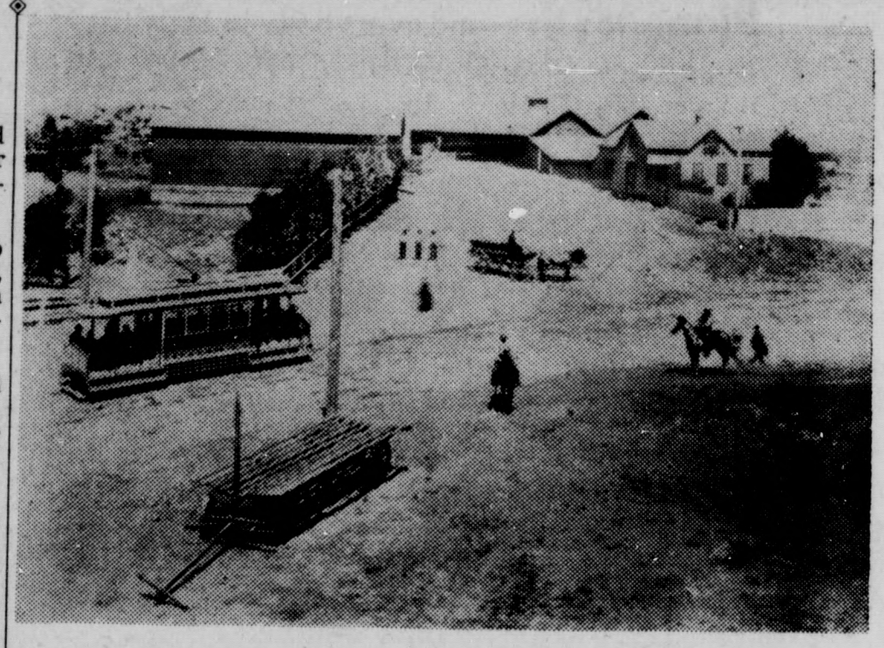
The Peninsula is unsurpassed for scenic beauty in California, and to Daly City people all the variety of wooded hills, lakes, and fields, lies ready to be discovered.

And to San Francisco it is only a few minutes time via broad speedways. The heart of the city lies near and inviting.

You need never worry about keeping your car in good condition in Daly City. Many well-equipped garages offer their services to help make your motoring more pleasurable. And agencies for the best makes of automobiles offer you a chance to buy just the car to fit your needs.

There are numerous auto courts along the busy arteries through Daly City. Travellers will have no difficulty in finding a comfortable, reasonably priced rest for the night, or longer if desired.

Mileage from Daly City to points of interest is as follows: to South San Francisco 5 miles; to downtown San Francisco 6½ miles; to San Mateo 14 miles; to Redwood City 22 miles; to Half Moon Bay 24 miles; and to Santa Cruz 71 miles.



Above is a picture of "the top of the hill" in 1892. A hay rack, Joost street car, and barns of the Daly ranch are principal features here. Today this is the site of the busy intersection of Mission street, San Jose avenue and Hillcrest drive.

Mayor Edward Freyer, extreme left; and John D. Daly, center, posed with other local notables for this picture. That was 'way back in 1913. Locale was the waiting station, Mission road at San Jose avenue. Mr. Freyer was Daly City's first mayor.

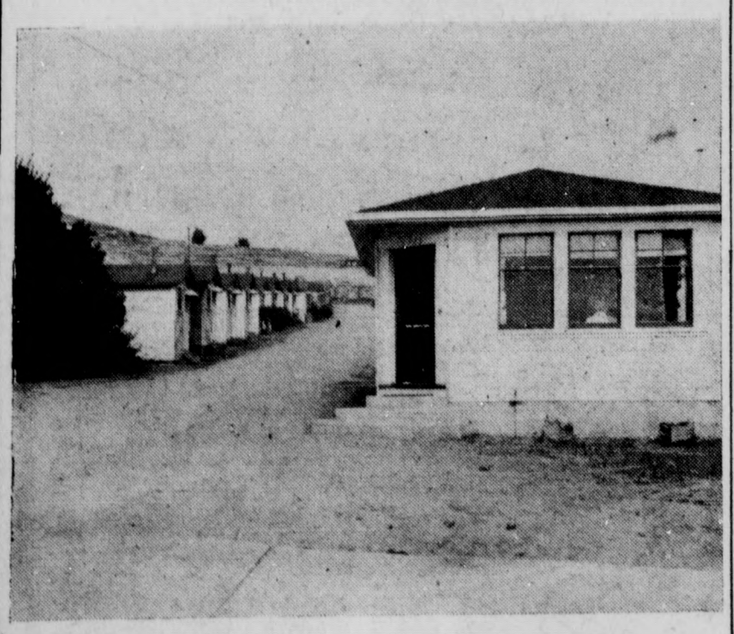
## NEW S. F. COURT HAS 33 CABINS

The New San Francisco Auto Court has 33 cabins, all clean, comfortable, and pleasant to live in.

The Court is owned by H. E. Lorenz, was started in 1932. A new office building was put up this year. Lorenz is a native of Daly City.

Cottages are single and double. Hot showers are available at all hours.

Rates are reasonable for single or double accommodations, with or without bedding.



H. E. LORENZ A. C. KENNEDY

**New San Francisco Auto Camp**

SINGLE and DOUBLE COTTAGES

HOT SHOWERS AT ALL HOURS

Phone RAndolph 5850

On U. S. 101 Highway

6925 MISSION ST. DALY CITY

## BILL'S GARAGE

It all started as a blacksmith shop in the 1890s. You would hardly believe that when you look at Bill Sweeney's garage at 6806 Mission street.

But it's true. Bill's father, James Sweeney, had a blacksmith shop which he bequeathed to Bill. In 1909 Bill turned it into a garage, seeing that cars were destined to supplant horses in the near future. He was right, and how! In 1913, a new building was built, and in 1926 the present structure was raised.

Bill's garage sells Studebakers and has had the biggest selling year of its career during the past twelve months.

Bill deals in passenger cars and trucks. He was the first automobile dealer in Daly City.

His garage also sells accessories, tires, Associated gas, and does repair work.

**STUDEBAKER DEALERS**

6806 Mission St. RAndolph 0940

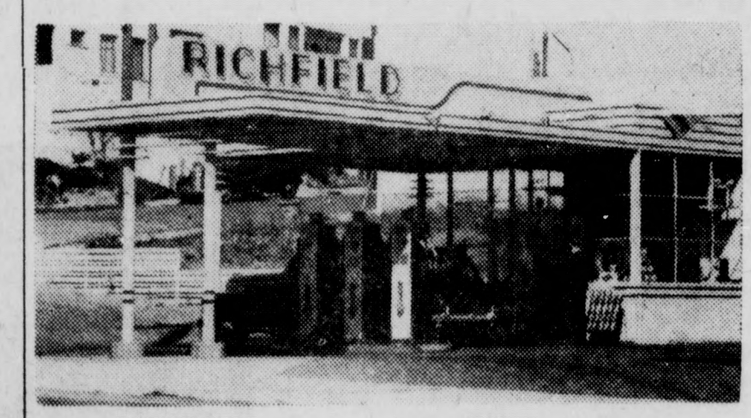
### Here's A Station That Knows The Meaning Of Service

Here's a service station that really knows the meaning of service!

It's Grayson's Service Station, 6831 Mission street. Grayson Voeth, who previously had been an employee at San Francisco hospital, started business at his present location, September 15, 1941.

He features Richfield products, especially the new fortified gasolines, Ethyl and Hi-Octane. Flash gasoline is also sold at economy prices.

You get free crank case service at Grayson's.




Free Crank Case Service Clean Rest Rooms

Phone RAndolph 9544

**GRAYSON'S SERVICE STATION**

Lubrication, Tires & Battery Service
Gas and Oils

6831 Mission St. Daly City, Cal.

# Pioneers

(Continued from Page 31)

Reardon, Mrs. E. Hatch, Mr. and Mrs. R. Sanders, Ed Galli.

Irving Levy, Mrs. Levy, A. Rovegno, H. Mendelson, Mr. and Mrs. F. Hansen, J. Nelson, Al Gould, Mrs. Frances Struehler, P. Brown, Mr. and Mrs. W. A. Jaques, Clifford Linhares, C. Fahy, Mrs. M. Murphy, F. Hauptli, Mrs. W. M. Regan, Mrs. Rusting, Albert Brush, Mr. and Mrs. A. Brush, Mrs. Gardiner.

John Zerada, Mrs. Stockton, Mrs. E. Hanley, Mrs. J. Dorrance, Mrs. Foreman, Thomas Koshman, Mrs. A. Levin, R. Sampson, Eugene Lucey, Mrs. J. Pearlman, Mr. and Mrs. E. Goldkuhl, A. Hanselman, Mr. and Mrs. Martin Johnson, Mrs. Charlotte Ford, Edward Ford, Gus Ford, George Ford, Mrs. Locht.

Mrs. Lela Campbell, Mrs. C. Cruchoff, Mr. and Mrs. F. Devlin, Mrs. Martha Linden, Mrs. Lillian Cavagnaro, Mrs. Reardon, Lillian Rusting, Mrs. L. Wood, Mrs. Lucy Fahey, J. J. Fahey, C. Rienhart, J. Crudo, A. Crudo, C. Crughoff, P. Morgan, Mrs. Pezzola, Mrs. S. Coughlan, C. A. Coughlan, A. Widashy, George Savage, George Ritter, Aron Brackman.

Fred Sharron, Milton Linhares, Mrs. Ruth Openshaw, William Bolger, Mrs. Olga Cuneo, Julius Coyhancapal, Larry Shaw, Louis DeLia, Mrs. Violet Hauptli, Mrs. Irene Fryer, Mrs. C. Tromberg.

Mr. and Mrs. Wickersham, Mrs. Anna Schappe, Mr. and Mrs. James R. Bennett, Mrs. Johanah Hedvall, Arthur Hedvall, Thais McCarthy, Mr. and Mrs. L. Linhares, Tom Linhares, Fritz Hanson, Mrs. A. Bruley, Mr. and Mrs. H. H. Smith, Louis Linhares.

A. Strictslovich, Mr. and Mrs. L. Pezzola, S. Plansky, Mr. and Mrs. M. Herscowitz, Carl Anderson, Elvida Anderson, Arthur Bodien, Mr. and Mrs. Charles Schoenfield, Mr. and Mrs. John Leslie, William Goldkuhl, Mr. and Mrs. Horace Fellows, George Krehl, G. Kirchhbel, A. J. Conci, G. Bennedetti, E. Gallian, Mrs. Nelson, J. Schwarz, Charles, Nelson, T. H. Parker, Louis D. Elio.

E. Galliano, P. Oyhancabal, Mrs. Nelson, Mr. and Mrs. G. Holmberg, Mrs. Gigax, J. Kennedy, Mrs. G. Kuchac, F. Michelson, Mrs. R. Spani, Mrs. M. Battye, Mrs. F. Klinger, Councilman Henry Sundermann, A. Benassini, J. G. Hesselein, L. Kusber, Councilman Paul Selmi, Richard J. Ennis.

J. L. Ferro, J. Kusber, Mrs. Segales, Mrs. Z. Selmi, A. Silicani, E. A. Ferretti, H. Leahy, Mrs. Cusber, Mrs. L. Seimund, Mrs. Callan, Councilman Ed. Cavagnaro, Mary Logul, Mrs. Gould, H. Lorenz, Mrs. S. Lewis, J. Callan, Mrs. Romani.

Mr. and Mrs. A. L. Hilton, Mr. and Mrs. Poket, Bert C. Ross, Mrs. Ross, Mrs. M. Segale.

**Judge Wade H. Clay**
**Presides Over Class A Court**

Presiding in the first Class A court established in San Mateo county, Judge Wade H. Clay, city judge in Daly City, holds court almost daily in the well-appointed council chambers in the Daly City city hall.

His court was made Class A March 1, 1941. In 1935 he was appointed city judge, with a long and distinguished career behind him. He has been practicing law for 31 years. He moved from San Francisco to Daly City in 1925 and has lived here since.

Every Friday Judge Clay holds traffic court in Daly City. He also presides in the South San Francisco court at the city hall in that city.

**Judge Wade H. Clay**
4 Wellington Ave.
RAndolph 2324

**S. SCHIAPPACASSE**
**YOUR TEXACO DEALER**
TIRES - BATTERIES - SALES and SERVICE
**Mission St. at Colma** **Phone DEl. 6300**

BAGS **Phone RAndolph 1603** IRON
RAGS METAL
BOTTLES - NEWSPAPER - RUBBER

**A. Levin**

Dealer in
**JUNK and SCRAP of Every Description**

**74 Los Olivos Ave.** **DALY CITY**

**Res. Ph. ELkridge 0608** **Shop Ph. RAndolph 1208**

**NEW ERA WORSHOP**
**H. VUJEVICH, 6036 Mission Street**
STONE CARVER and CONTRACTOR
**In Domestic and Foreign Marble, Granite, Syenite**
**MONUMENTS**
**Mausoleums - Sarcophagus - Vaults - Urns**

**J. E. KENNEDY** **J. C. WELSH**

**. . . ALERT . . .**
**VAN and STORAGE SERVICE**
Moving -- Storing -- Packing -- Shipping

**338 Templeton Ave.** **Phone: DElaware 8584**

**DALY CITY CAB SERVICE IS FAST AND SAFE**

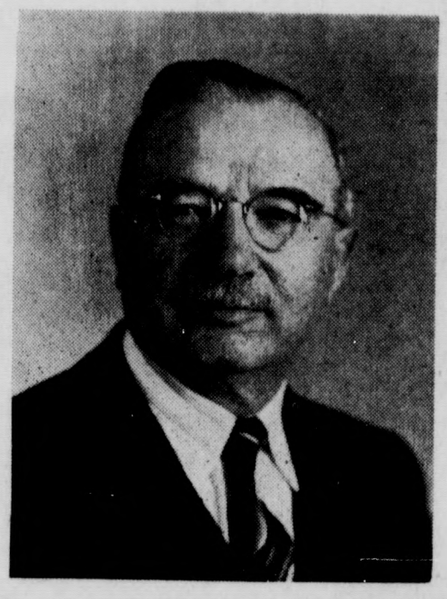
Want to get some place in a hurry—but safely?

Call RAndolph 9742. That's the number of Daly City Cab. Since July the company has been under the management of Leonard Stuehler and Joseph Madison.

Stuehler has been a resident of Daly City for 22 years. He operated the Daly City Super Service in 1939 and a dump truck service in 1940. He also now operates the new Daly City Ambulance service, available by calling RAndolph 9742. Madison was proprietor of the M and M Truck Service in San Francisco.

Rates are reasonable, both for point to point rides in Daly City and for trips into San Francisco or down the Peninsula.

**DALY CITY CAB CO.**
**RAndolph 9742**



C. Cattori, now a licensed real estate broker in Colma, was an adventurous young man.

He was born in Switzerland, but, seeing where opportunity lay, he came to America in 1902. By 1904 he was in the grocery business with Belli and Co. in Colma.

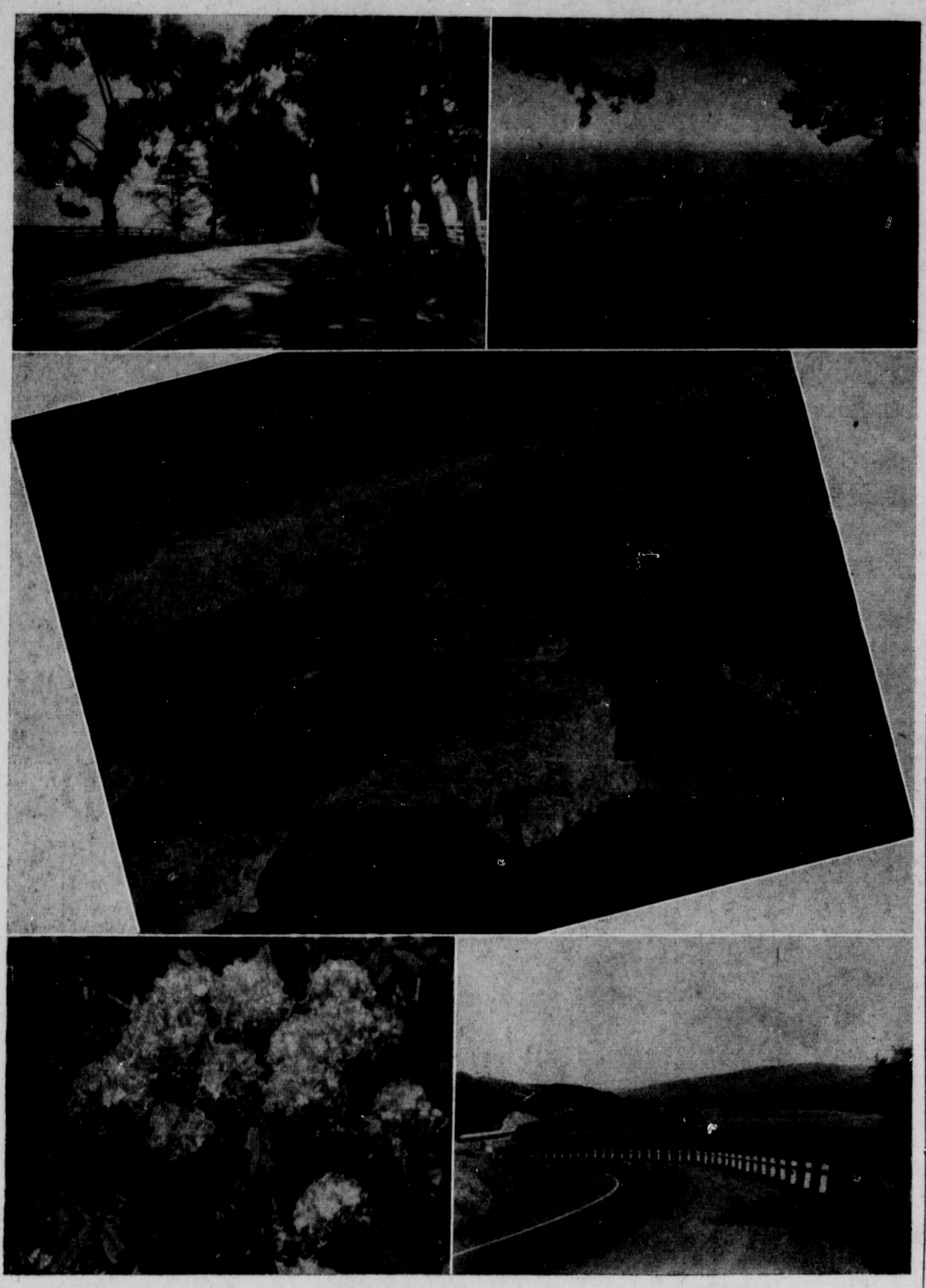
Some time after this he entered the wine business in San Francisco. From 1920 to 1940, he was employed at the Colma bank. In his last years there, after the bank became a branch of Bank of America, Cattori served as manager.

Last year, after 39 years of business experience in this area, he went into real estate and insurance.

As befits a man who has for so long been an active member of a community, the story of his life and his photograph are in the San Mateo county biographical dictionary.

Cattori's office is at 7316 Mission street. Phone Randolph 1001. He is also a notary public.

**C. CATTORI**
**Licensed Real Estate Broker**
**REAL ESTATE • INSURANCE**
**Notary Public**
**Ph. RAndolph 1001** **P. O. Box 32**
**7316 Mission Street** **COLMA, CALIF.**



**MOTORING IS A PLEASURE**

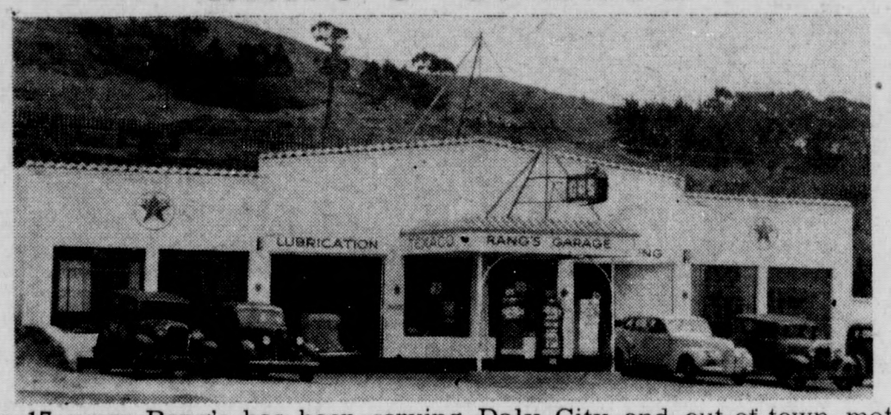
**Scenic highways, free of toll, beckon the Daly Cityite to outdoor adventure down the Peninsula. Natural beauty in exciting variety is within minutes! Ocean beach or fern-clad canyons—the choice is yours. El Camino Real, Junipero Serra boulevard, Skyline boulevard, Ocean Shore highway—each calls you to a different adventure.**

## TOWING and EXPERT REPAIRING
# DALY CITY GARAGE

**47 Hillcrest Drive**

**C. J. Pettigrew** **Established 1916** **RAndolph 2930**

## RANG'S GARAGE

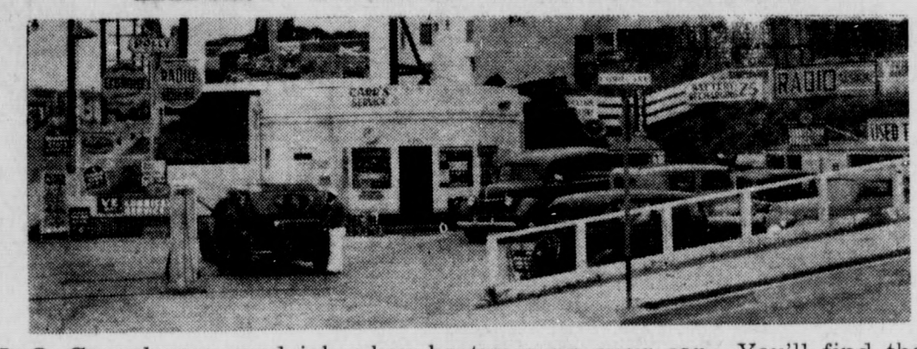



For 17 years Rang's has been serving Daly City and out-of-town motorists with high-quality service for their cars.

When your motor begins to show signs of trouble, when knocks and wheezes begin to make your driving-life a misery, take your automobile to Rang's, 6601 Mission street. He'll set everything right with the minimum of time and trouble —and cost.

**6601 Mission Street** **Phone RAndolph 9730**

## EXPERT SERVICE FOR YOUR CAR




J. O. Carr does a good job when he tunes up your car. You'll find that out by stopping at his station, 6755 Mission street, near Como.

Employing four men, Carr's Station will give your car the best in electric tune-ups, lubrication, work on tires and batteries.

If your car needs washing and polishing, Carr will take care of that, too—at reasonable prices. Carr has been in the automobile business in Daly City since 1929.

## CARR'S SERVICE

**Mission at Como** **RAndolph 9755**

# SHELL
## Super Service

**The Best Gas**
**In Town**
**Lubrication**
**Washing**
**Polishing**
**Tires - Tubes**

## COLMA SUPER SERVICE

**Carl Metnitz**

**Mission at Vale** **RAndolph 9860**

**Complete**
**Car Washing**
**and**
**Lubrication**
●
**Motor and Chassis**
**Washing a Specialty**

## CONCI SHELL SERVICE

**Phone RAndolph 9664**
**Mission and Hillside Boulevard**

**Prompt Service** **Daly City**

## TREAT YOUR CAR RIGHT - - -

Treat your car right! When you need gas, oil, or a checkup drive in to Stan's Standard station, Junipero Serra boulevard at San Pedro road. RAndolph 5809.

Stan Crane, the proprietor, established himself on this corner in 1938. Soon, the Standard Oil company will rebuild the station, installing all the most modern accessories, including computor pumps.

Stan gives a free lubrication job to steady customers. And you can depend on him for a thorough checkup of battery, tires, and motor.

Want to know where to go, or how to get there? Stan is generous with free travel information.

He has been in the service station business for twenty years, having lived in Daly City for the last ten.

For three years he has driven the Junipero Serra hospital ambulance, and is trained for administration of first aid.

## STAN'S STANDARD STATION

**Junipero Serra at San Pedro**
**RAndolph 5809**

## BUICK BELLI MOTOR CO. CHEVROLET

Belli Motor Co. has the largest auto sales and repair plant in San Mateo county!

And it all started with a general store, established in Colma two years before the golden spike was driven that brought the first transcontinental railroad into San Francisco.

It was a natural stopping point for travelers down the Peninsula with tired horses and dusty throats. So a livery stable and saloon were added.

Belli's was the nucleus from which grew the present city of Colma. From a dusty road to a six-lane highway is a great advance, but Belli Motor Co. is still giving service to travelers up and down the Peninsula.

Located in the Belli block, Colma, Belli Motor Co. is the agent for Chevrolet and Buick automobiles.

M. J. Soldavini is general manager of Belli Motor company. In an interview today he said, "Belli Motor Co. entered the automobile, truck and tire business in 1917. Besides automobiles, we sell paints, auto parts, plumbing supplies, motor oils and greases."

## BELLI MOTOR CO.

**San Pedro Rd. at Mission St.**
**DElaware 6300**

## DE SOTO PLYMOUTH

Jim Donahue, De Soto and Plymouth dealer in Daly City, is one of the best salesmen in California. Recently he competed in a selling contest and sold more new and used cars than all but two other dealers in California. That's going some!

Donahue started selling cars in 1932, and has been at his present location for five years. It was in 1932 that he took over the De Soto and Plymouth agency. Before that he ran a general repair shop.

His show-room and garage at 6259 Mission street is the spot to visit if you want the slickest in new De Sotos or Plymouths Across the street is the Donahue used car lot, where bargains may be picked up any day in the week.

For general repair work, lubrication, body and fender work, tune-up and towing service, Donahue's garage is guaranteed to satisfy the most discriminating customer. Phone RAndolph 9941.

## JAMES E. DONAHUE

**6259 Mission St.** **RAndolph 9941**

## FINE PONTIACS . . . INTERNATIONAL TRUCKS . . .

"She's a beauty!"

We're referring to the new 1942 Pontiac to be seen in the display room of Arata Motor Co.

Proprietor David Arata, who has sold cars at his present location since 1936, is agent for Pontiacs and International trucks.

"The new Pontiac is better than ever," he said. "Its quality and beauty have not been impaired, despite the fact that the Pontiac company is working on defense orders."

Arata was born in Colma and went to local schools, graduating from Jefferson Union high school.

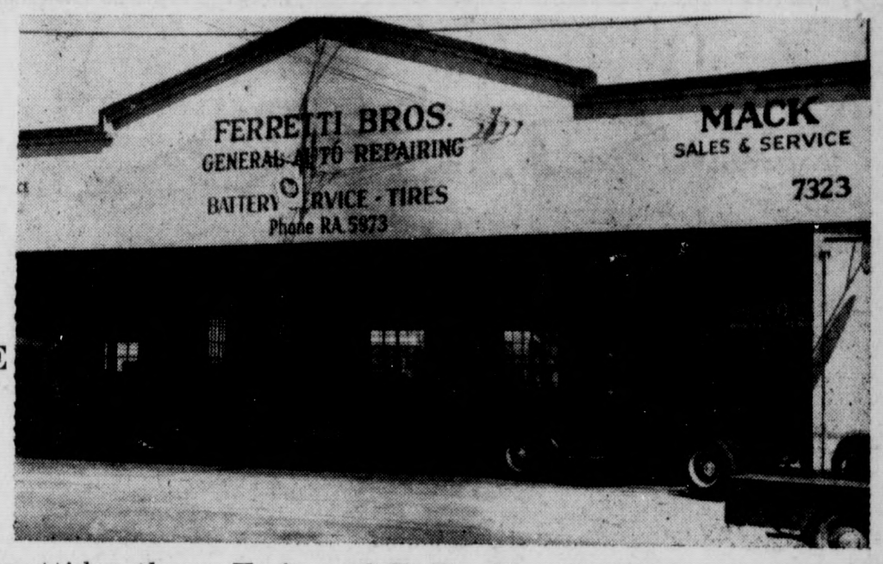
He carries a full line of International trucks. His other establishment, at 416 Bayshore boulevard, South San Francisco, has a complete repair shop and a used car lot.

Arata was a nurseryman on Hillside boulevard for seven years before he went into the auto sales business.

## ARATA MOTOR SALES

**7338 Mission** **DElaware 3288**

## SALES & SERVICE




The Ferretti brothers, E. A. and G. R., were both born in Colma and have lived there all their lives. Their business is repairing and the sale of automobiles and trucks.

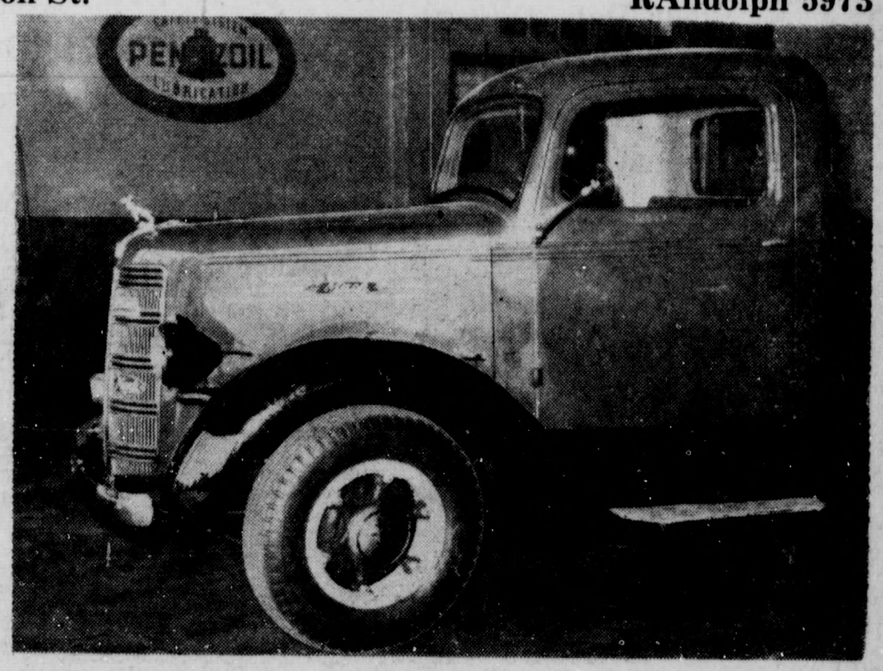
Ferretti Brothers have the agency for Mack trucks. They sell Fisk tires and Delco batteries. They started in business in 1933.

Their shop is fully equipped to tackle any motor problem and conquer it. They built a new fire engine for Daly City.

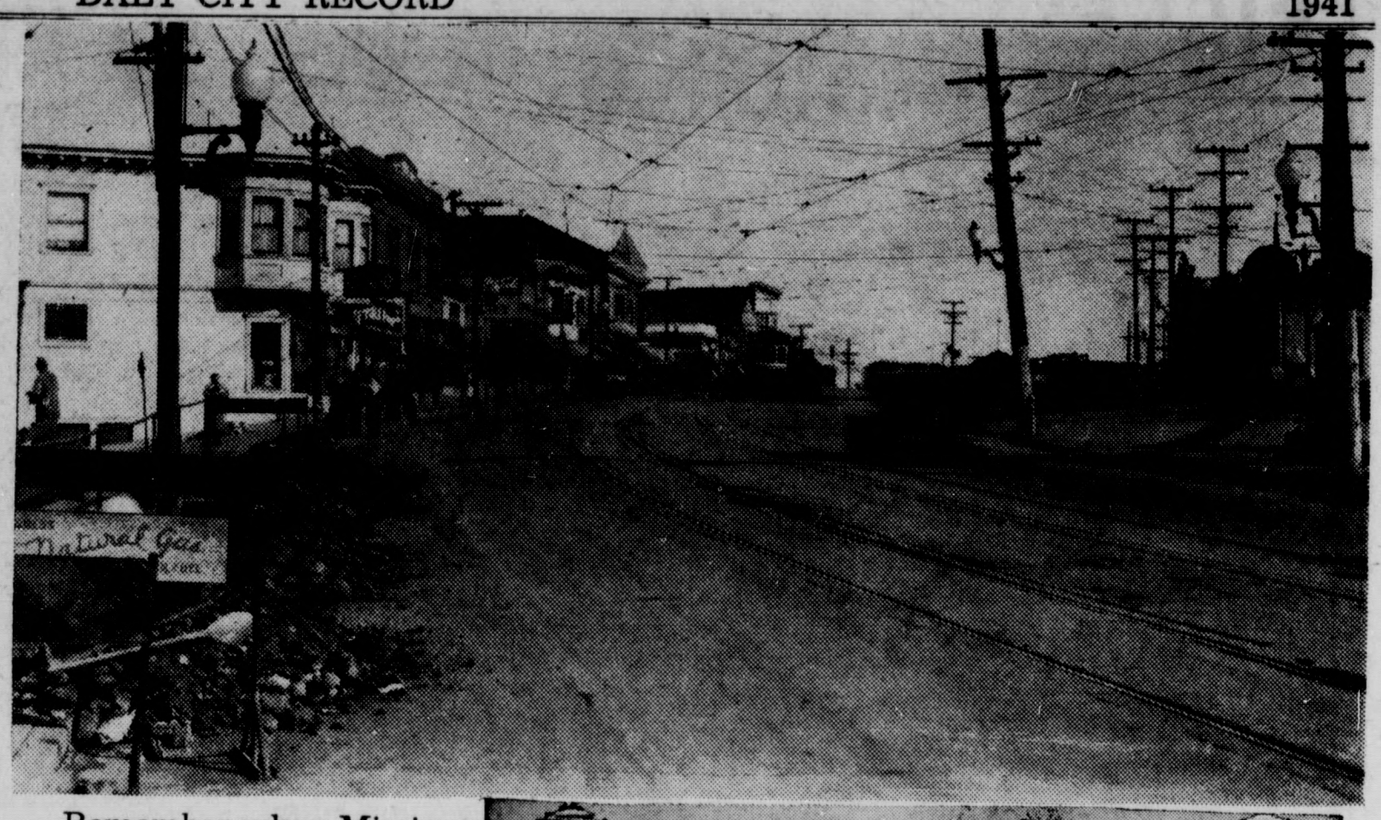
## FERRETTI BROTHERS

**7323 Mission St.** **RAndolph 5973**

**A Powerful Mack Truck**



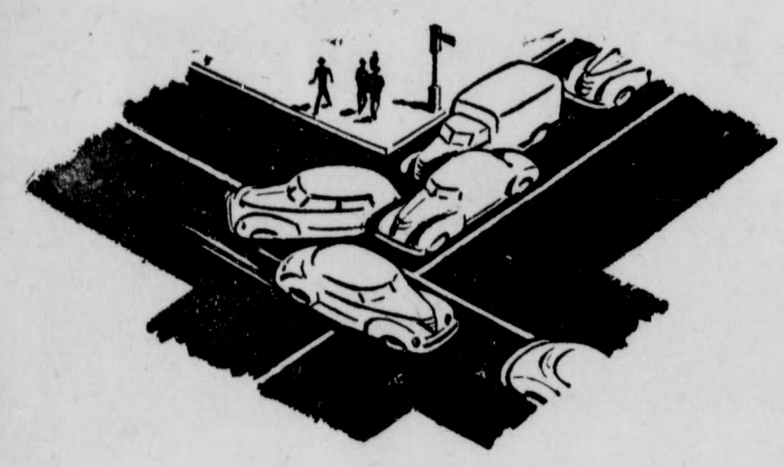
Mission street was a muddy road on this Memorial Day, 1903. This picture was taken from a point on the west side of Mission street, south of the present intersection of Hillcrest drive. Note the horses and wagons at the extreme right. The horses are standing at a point that is now the intersection of Mission street and Wellington avenue.




Remember when Mission street was widened?

That was in 1936. This picture was taken just prior to the time the improvement was made. At upper center note the dome of the old Masonic temple. Since that time the old temple has been replaced by a modern concrete and steel structure (see front cover).

At right is a picture of Daly City's first city hall located on Wellington avenue between Mission street and Irvington avenue. Built in 1914 this frame structure was razed in 1938 to make way for Daly City's new city hall (see page 3).



You Can't Cure Traffic BUT You Can Make It Easier On Your Car WITH

UNION OIL COMPANY

TOPS IN TRAFFIC!

NEW 76 GASOLINE

FIRESTONE
TIRES - TUBES - BATTERIES
Stop-Wear Lubrication - Washing

ARNOLD PANELLA'S
UNION SERVICE

Phone RAndolph 9987
Near Daly City Theatre
Mission and Flournoy Daly City

S. C. SECCO

JUNIPERO SERRA AT SCHOOL RAnd. 9538

A STOP-WEAR
LUBRICATION STATION
QUALITY **RED LINE LUBRICANTS** applied exactly as recommended by the manufacturer of your car.
**All Service Recorded in Our Station for Your Convenience**

GEORGE LEGEAS
Alemany and Sickles RAnd. 9813

FIRESTONE PRODUCTS

LUBRICATION
WASHING
POLISHING

Daly City

# BIGGEST SELLING YEAR

Celebrating the biggest selling year in their history, Mission Auto company offers the public service and quality as never before.

Under the proprietorship of A. L. Timossi and A. Ferraris, Mission Auto, at 6465 Mission street, is selling new and used Chrysler and Plymouth cars.

Ferraris started his business at the present location in 1925 and two years later was joined by Timossi.

Sales of the 1941 models have been 90 new and 180 used so far this year, and there is no sign of slackening.

Mission Auto, of course, also has a well-equipped repair shop, and can cure the most stubborn auto-ills. Telephone RAndolph 0334.

## MISSION AUTO COMPANY

**6465 MISSION STREET** **RAndolph 0334**

# FORD SALES and SERVICE

National Auto Company, Ford Sales and Service, at 7360 Mission street in Colma, can boast of a long and successful career in selling and repairing automobiles.

A. J. Bertini and Fred Pasero have been partners for 18 years, as heads of National Auto Co. Pasero started the business in 1918, to be joined five years later by Bertini.

They are dealers in Ford, Mercury, Lincoln, and Lincoln Zephyr cars and have one of best equipped repair shops in Daly City or Colma.

Bertini has lived 42 years in Colma, and his partner Pasero has been a resident of Colma for 22 years.

## NATIONAL AUTO COMPANY

**7360 MISSION STREET** **RAndolph 7782**

# EXPERT REPAIR SERVICE

In these times of national emergency with automobile production cut, there are paramount universal requirements facing every American car owner -- to keep his auto in good running condition, to preserve its usability, and to keep up its appearance.

Pantaleoni Brothers, 7046 Mission street, are prepared to give car owners expert service for the duration—and longer. Their service department is as modern and efficient as the latest model war plane.

Built around the SUN MOTOR ANALYZER, the Pantaleoni repair and service department can diagnose motor trouble in mere seconds —immediately get at what's wrong—then do a fast A-1 repair job. With the SUN MOTOR ANALYZER Pantaleoni mechanics can make the most exact carburetor, timing, compression and many other adjustments—to have these "set right" means smoother motor operation with less wear.

The beautiful 1942 model Dodge and Plymouth cars are now on display. You cannot appreciate their real beauty and mechanical advantages until you see them. A fair selection of used cars is still available, but they're moving fast.

Victor and Vincent are proprietors of Pantaleoni Brothers. O. C. Bartens is general manager.

## PANTALEONI BROTHERS

**7046 Mission St.** **RAndolph 3868**

FOR TRUCKING OR JOY RIDING SEE . . .

# PETER VENTURINO

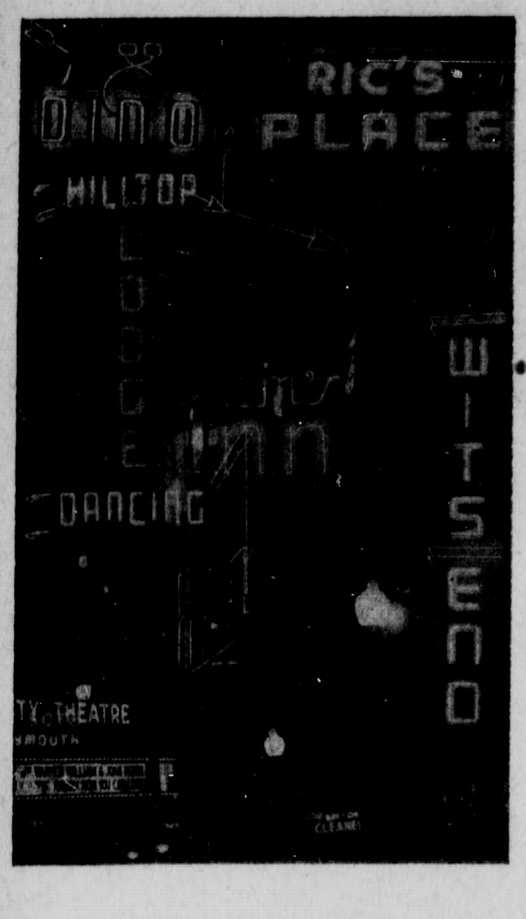
**5975 MISSION STREET** **RAndolph 9922**

For heavy work—hauling and trucking—or for the most sophisticated of pleasure-riding, the automobile dealer Venturino has the answer in his show room.

He carries GMC Trucks, and Packard pleasure cars. Peter Venturino, who has been living in Daly City for 16 years, started in the automobile selling and repairing business in 1938.

Peter Venturino also maintains a service department.

# After Dark . . .




**Shown above is an unusual composite shot of Daly City's fun spots at night.**

Daly City has numerous restaurants and cocktail lounges. One of the finest neighborhood theatres in the Bay area offers excellent motion pictures and special stage events.

Whether you're looking for a midnight snack, a leisurely cocktail or planning an elaborate banquet, Daly City can accommodate you.

"Donati's" means good service and the best in drinks. Beer, mixed drinks, wine—anything the thirst asks for.

Basil Whiting is the proprietor, and has owned the business in Daly City since 1940. He is planning to extend his space to another room, where customers may dance.

"Donati's" is at 6296 Mission street, right at the "Top of the Hill."

A cool, well-appointed bar is a welcome sight after a long day at the office, and this is what Mission Bell Chateau, 6143 Mission street, offers.

Marie Sullivan has owned Mission Bell Chateau since 1934. The man who manages the bar is Dan Claussen. All kinds of drinks are available to the most fastidious tastes. Hot dogs are also served.

## The Place The Crowds Go

That's Ric's Place, on San Pedro road, Colma. Restaurant, cocktail lounge, and rendezvous, Ric's Place has been under its present proprietorship for five years. Ric Bollentini is the owner. Ric has lived in Colma all his life. Before he went into the restaurant business he was a barber in Colma for twelve and a half years.

Now for five years he has been pleasing Daly City and Colma people with his friendly service.

After the theatre, or any time, Theatre Grill, 6322 Mission street, is the place to go for a good complete dinner, lunch or breakfast. Quality is high. Prices are reasonable. You can't go wrong at the Theatre Grill, and when you leave you'll be thinking, "I'm going to come here again."

Proprietor is George Spoulos, who has owned the restaurant since 1931. He employs four. There is both counter and booth service.

AL MARIOCCHI, Prop. RA. 9692

**AL'S PLACE**

BEER - WINE - LIQUOR
SANDWICHES
CIGARS and TOBACCO

6290 Mission St. Daly City, Calif.

SAM CASTRO Phone RAndolph 9913

**SAM'S INN**

BEER - WINES - LIQUORS
SANDWICHES - TOBACCO

6267 Mission St. Daly City, Calif.

Telephone RAndolph 9671
Peter and Martha Ciemoli, Props.
WE CATER TO BANQUETS
AND WEDDING PARTIES

**COLONIAL CAFE**

We Feature HOME-COOKING
Quality Liquors
Your Favorite Drinks as You Like Them

6192 Mission St. Daly City, Calif.

Phone RAndolph 9729

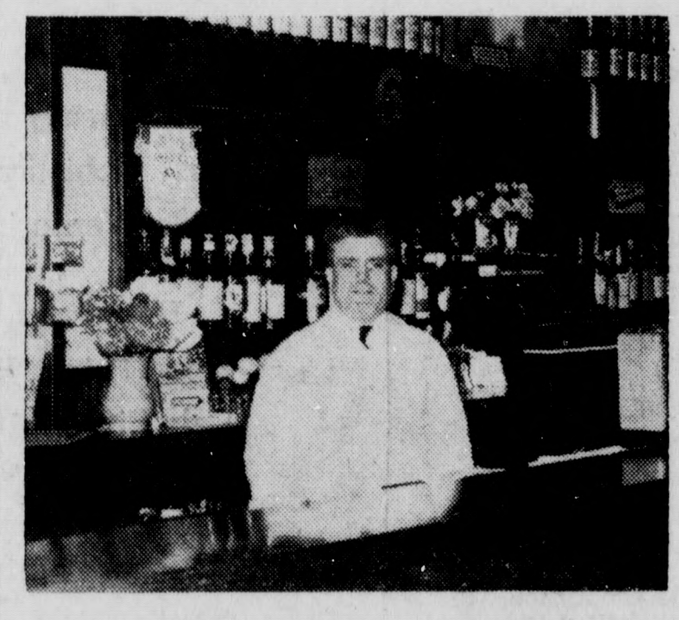
**GELSI'S PLACE**

We Carry Only the Best Brands
WINE - BEER - LIQUOR
CIGARS - CIGARETTES - TOBACCO

6278 Mission St. Daly City, Calif.

**REFRESHING DRINKS**

**CENTRAL CLUB**



Bartoli's bar is the place to go for a pleasant refreshing drink!

The address is 6282 Mission street. Just stop in, you're bound to be pleased.

G. Bartoli started the tavern in 1938. He is in partnership with A. Sardi.

RAndolph 9616

**BARTOLI'S**

6282 MISSION STREET

**WIT'S END**

6055 MISSION STREET

"Wit's End" is one of the liveliest places in town. If you're out for a good time, call on Bob Witt at his bar, 6055 Mission street.

There is dancing every night. At present there is a "one man band" to entertain customers.

Bob Witt has been running "Wit's End" since 1938, pleasing thirsty customers every night. Mixed drinks, beer and wine are on sale, at reasonable prices.

RAndolph 9845